

Rising curve of CBS-TV's fortunes
passes low point of ABC-TV's year

Broadcasting Feb 4

The newswiki of broadcasting and allied arts

Our 49th Year 1980

**New game plan
for Fall 1980!**

**Strip
"Family
Feud!"**



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FOR SYNDICATION:



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proudly presents

14

DANNY WILSON'S AWARD-WINNING **Afterschool Specials**

Television's most honored programs—47 Awards including: 6 Emmys, the George Foster Peabody, TV Critics Circle, Ohio State and Christopher Awards—and 3 ACT (Action for Children's Television) COMMENDATIONS FOR CONTINUING EXCELLENCE in 1977, '78 and '79!



A remarkable series of critically-acclaimed one-hour movies about teenage and pre-teenage kids coping with life.

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—The Washington Post



Jodie Foster in "Rookie of the Year"
Emmy Award:
Outstanding Entertainment
Children's Special



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proudly presents

THE GAME STRIP HIT OF THE 80's



Host:
Art James

which
couple
is truly married
and which
ones are a

mismatch

We've taken the best—and proven
elements of today's most successful
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SAN FRANCISCO HILTON
FEB. 16-21

TOWER SUITE 4178
41st Floor

"Enough Already, Steverino!"



Enough of Steve Allen, Louis Nye, and Tom Poston? Enough of the laughter, the whimsical barb, the insight into human nature from "The Man on the Street?"

Never!

But in ever increasing numbers, Americans have had enough of the concept that "bigger is better" or "more is happier". That's the point of **ENOUGH OR TOO MUCH?** the fourth television half-hour in the "We're #1?" series.

Steve Allen is host to Louis Nye, Tom Poston, author John Schramm, and Harvard psychiatrist Robert Coles. Their sketches and opinions are coupled to attractively paced sequences which illustrate alternatives to an overconsuming society.

"WE'RE #1?": ENOUGH OR TOO MUCH?

We invite your inquiry and scheduling consideration.

FOR ADDITIONAL INFORMATION

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media services center

THE AMERICAN
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CHURCH



1568 Eustis Street
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55108

The Week in Brief

CBS-TV ON TOP □ The ratings win for the week ended Jan. 27 puts the network in first place for the season. **PAGE 35.** Daly is delighted, but is realistic about the strong cards the competitors still hold. **PAGE 36.**

PLUM FOR WARNER AMEX □ It gets the Pittsburgh city council's vote for a cable system that will mark an extension of Qube. **PAGE 37.**

PRIMING FOR PRIMARIES □ The number of presidential forums continues to increase. The League of Women Voters announces its plans. Reagan is first to accept South Carolina invitation. **PAGE 38.**

SHOTS FROM SHALES □ The *Washington Post* critic charges the TV networks with being unfair to Ted Kennedy. They reply that their coverage is unbiased. **PAGE 38.**

AFTER THE SHOCK □ There is outrage in the wake of the FCC's decision to strip RKO General of its stations, but there is no mass rush to defend the long-time licensee. Westinghouse fares much better and survives threat to renewal of its KPX. **PAGE 40.**

GOP CRIMPS TV BULLETS □ Two party committees will spend \$5 million for spots aimed primarily at 50 million young Americans going to the polls in the fall. **PAGE 42.**

OLYMPICS STANDBYS □ NBC says it has programing to fill the gap if the U.S. boycotts the Moscow games. Advertisers prepare alternate commercials. **PAGE 46.**

LLOYD'S UNPERTURBED □ The giant insurance clearinghouse hardly bats an eye about the Satcom loss and the possible collapse of the Moscow Olympics. **PAGE 55.**

TIGHTER PURSE STRINGS □ Carter's budget for fiscal 1981 would give the FCC \$77.1 million, about \$4 million

more than was requested last year but less than \$1 million more than is actually being spent in the current year. The FTC is treated more generously. **PAGE 67.**

RADIO DEREGULATION THOUGHTS □ The FCC is swamped with comments, though the filing deadline is still two months away. **PAGE 70.**

VAN DEERLIN'S LATEST □ The House Communications Subcommittee almost unanimously approves a revamp of the Communications Act that focuses on deregulation of common carriers and recasts AT&T's role. There are no broadcasting provisions. **PAGE 73.**

ANA PERSISTS □ It wants the Supreme Court to rule that the appeals court was wrong in letting the FTC chairman back into the children's advertising proceeding, even though Pertschuk eventually took himself out of the inquiry. **PAGE 74.**

COPYRIGHT CROSSFIRE □ The NTIA rebuts a congressional research group that contended the FCC doesn't have authority to implement the retransmission control proposal of the Geller agency. **PAGE 75.**

DEMAND EXCEEDS SUPPLY □ Western Union is able to accommodate nine of 19 companies that wanted full-time transponders on WU's three-satellite Westar system. It's part of WU's marketing strategy to serve noncable users. **PAGE 85.**

IN VIDEO DISK DERBY □ Matsushita will market JVC's system, putting it in the battle with RCA and Philips for the consumer market. **PAGE 88.**

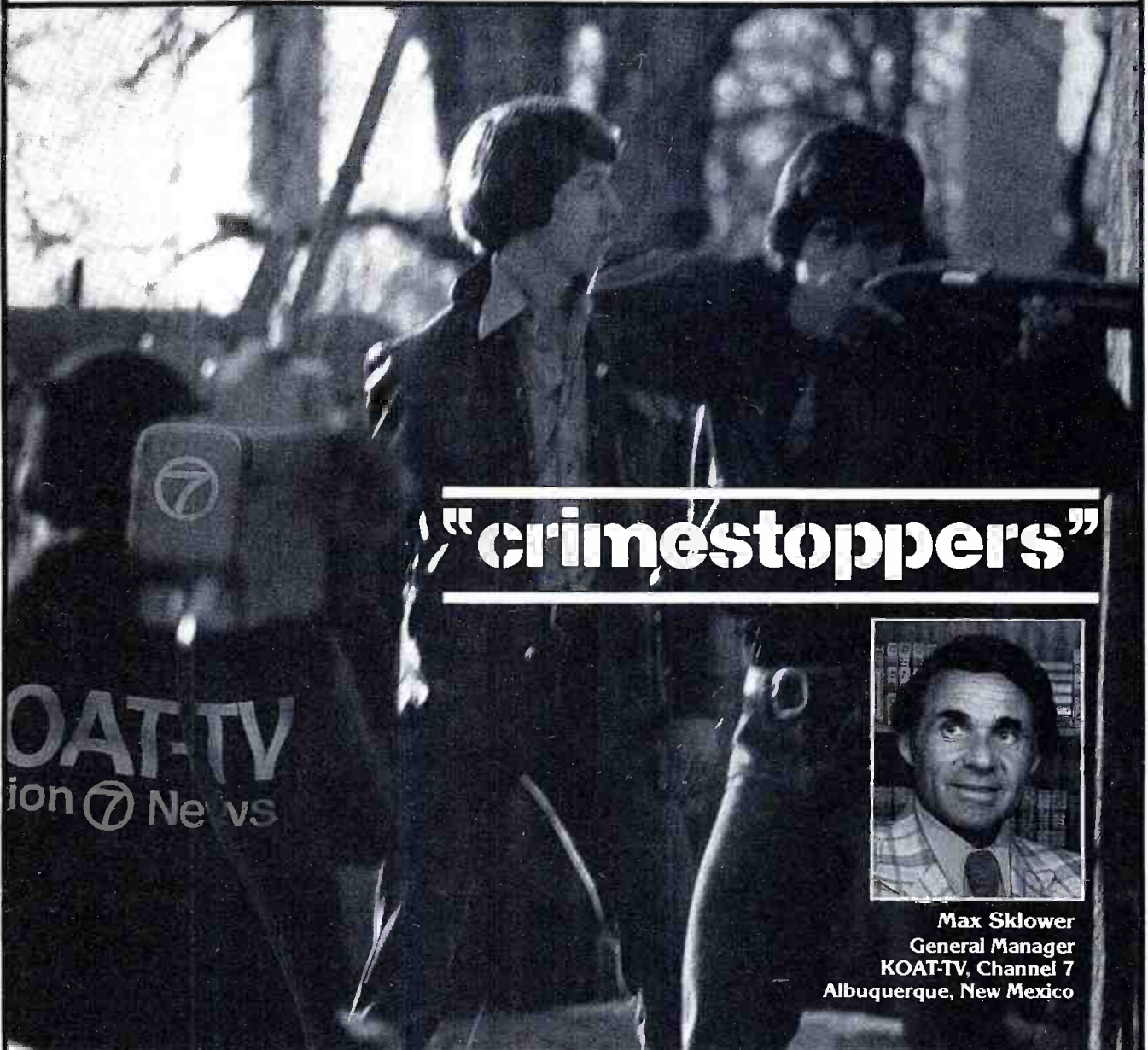
THE MALTZ MOMENTUM □ As a 14-year-old, Milton Maltz began in broadcasting during the golden days of Chicago radio. He's never gotten over that initial enthusiasm. It has provided him with the drive to better understand the business and the people in it, and to shape the growing fortunes of Malrite Broadcasting Co. **PAGE 113.**

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KOAT PROFESSIONALISM



"crimestoppers"



Max Sklower
General Manager
KOAT-TV, Channel 7
Albuquerque, New Mexico

KOAT professionalism is...
Max Sklower pioneering
"Crimestoppers" to help the
Albuquerque Police Department
solve unsolved crimes.

Inaugurated in 1976 by General
Manager, Max Sklower,
"Crimestoppers" continues
today as a weekly re-enactment
of unsolved crimes on KOAT's
#1 rated 10 PM news...asking
viewers for information that
may lead to an arrest. And it

works. 191 arrests with 190
convictions and the recovery
of nearly \$1 million in stolen
property and narcotics are
directly attributed to the
program. And KOAT has
handed out \$6,800 in rewards
with over \$75,000 donated in
total by local citizens.

Recently, New Mexico adopted
a similar statewide program.
And so are dozens of other
stations around the country.

*Nov. '79 Arbitron HH Rating

Quality people. Innovative
thinking. That's KOAT
professionalism. That's the
Pulitzer standard of broadcast
journalism.

**the
Pulitzer
BROADCAST
STATIONS**

Touching the lives of over nine million Americans.

KOAT-TV 
Albuquerque


KSDK 
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(Formerly KSD-TV)

KETV-TV 
Omaha

WTEV-TV 
Providence/
New Bedford

WGAL-TV 
Lancaster/York/
Harrisburg/Lebanon

KTAR & KBBC-FM 
Phoenix

 Represented by Blair
Television & Radio

Dawn's early light

Repercussions of FCC's 4-to-3 finding that RKO General is unfit to be broadcast licensee are being felt elsewhere in government. Immensity of penalty is attracting notice on Hill and at White House. Securities and Exchange Commission is said to be hearing from stockholders of General Tire, RKO General's parent.

Loss to General Tire could go beyond \$400 million-plus that imperiled RKO General station group is worth. There could be effect on economic stability of GT and another subsidiary, Aerojet, prime defense contractor. General Tire's 23,200,000 shares are owned by 45,000 stockholders, of whom 26,000 hold no more than 100 shares each.

Closing in

While interested parties grapple with ramifications of FCC's RKO decision (see page 37), state of New Jersey is already trying to stake claim to one property: WOR-TV New York. Intense lobbying has been going on for station's channel 9 as New Jersey pushes for its first VHF outlet, and word is that whatever action may secure frequency—including court battle—will be taken. New Jersey's two Democratic senators, Harrison Williams and Bill Bradley, have let commission know just how badly New Jerseyites want their own station. State's governor, Brendan Byrne, has also been in touch with FCC Chairman Charles Ferris.

New Jersey sees this as first real possibility to gain station, and Williams is expected to introduce legislation—perhaps as early as this week—that would insure Garden State of station if it becomes available.

Measuring payoff

Advertising Research Foundation has given provisional approval to plan by its Media Communications Council for pilot research study relating different levels of advertising frequency to sales. ARF has raised some questions about council's proposed methodology and has asked for answers at next board meeting of ARF in March.

Council proposed study in two test markets, one in Northeast and one in Midwest, each consisting of panel of 1,500 homes. Six brands would be tested over 18-month period, using different frequencies of advertising over cable TV and in newspapers. Test would be conducted by Super Scan, Chicago, which would supply each person in panel with

plastic ID card used in purchases in food stores and thus obtain record of purchase that could be related to frequencies of advertising messages. If ARF board approves plan, council will seek funding from advertisers, agencies, media and other interested sources.

Jacobs to NAB

New vice president in charge of engineering of National Association of Broadcasters is expected to be George Jacobs, director of engineering of Board for International Broadcasting. Jacobs is slated to succeed George Bartlett, who will relinquish full-time post following NAB convention in Las Vegas next April but will remain in special capacity until he reaches 62 and is eligible for retirement in October 1981.

Jacobs, second-generation engineer, has been in government for more than 30 years and, at 55, is eligible for federal pension. He was member of U.S. delegation to World Administrative Radio Conferences in 1959 and last year and was largely responsible for negotiating latest high-frequency broadcasting provisions. He is fellow of Institute of Electrical and Electronics Engineers and was engineering executive for Voice of America before joining BIB in 1976.

Fallout

If, as seems increasingly likely, U.S. doesn't go to Moscow Olympics next summer, NBC may have big cache of potential collectibles on hand. It has thousands and thousands of souvenirs—T-shirts, cigarette lighters, duffel bags, pens, notebooks, warm-up suits and whatever—all suitably inscribed "NBC Moscow 1980." Another outlay, which may be more easily salvaged, is travel costs: Including 600-700 NBC staffers who would be covering games, NBC reportedly planned to take 2,000 or more people to Moscow, mostly VIP guests of sales and sports departments and top officials.

Despite dim outlook, NBC was preparing last week to send passport, visa and related application forms to all NBC people scheduled to make trip. "We have to do it," one staffer said. "Just in case."

In Quello's corner

FCC Commissioner James H. Quello has received what could be important endorsement in his bid for reappointment to FCC—from Mayor Coleman Young of Detroit, Quello's home town. Young, who has urged Quello's reappointment in letter to White House, has known Quello since latter was manager of WJR-AM-FM Detroit.

Young, black, was one of first big-city mayors to support Jimmy Carter when he was still "Jimmy Who?" He has maintained close ties since Carter became President.

Young is not only Michigan politician coming to Quello's aid. Representatives John Dingell, Lucien Nedzi and William Ford, all Democrats who supported Quello when he first sought FCC appointment seven years ago, are supporting him for reappointment.

Busy, busy

William Young & Associates, Chicago, which masterminded PTA campaign against television sex and violence, has been retained by prestigious educational society, Phi Delta Kappa, to conduct 10 workshops next summer on how to monitor television. Workshops will include instructions in FCC licensing procedures and techniques of filing petitions to deny. Spokesman said society was especially interested in television portrayals of educational system. Young is also still at work on television monitoring by International Machinists Union (BROADCASTING, Sept. 3, 1979).

Rousing send-off

ABC-TV, looking to blunt CBS-TV prime-time power on Sunday, pulled out stops to introduce *Tenspeed and Brown Shoe*, said to be most highly promoted program since *Roots II*. TV spots for premiere Jan. 27 started about 10 days in advance and covered all dayparts. And aside from regular advertising services from network and McCaffrey & McCall agency, Dick & Bert and Chuck Biore were hired for radio campaign. Outside assistance in print came from Gipe & Balkind.

Promotion didn't hurt. Two-hour launch scored 25.4 rating/36 share (eighth-highest show of week) and, sandwiched between *Galactica 1980* and *Donna Summer* special, it helped give ABC-TV strongest Sunday since "Jaws" earlier this season. CBS-TV still won evening.

Separate views

Although FCC Chairman Charles Ferris registered opposition to provisions in House telecommunications bill, which Communications Subcommittee reported last week (see page 73), not all commissioners held Ferris's view. In letters to subcommittee chairman, Lionel Van Deerlin (D-Calif.), Commissioners James Quello and Abbot Washburn endorsed legislation—offering views totally contrary to those Ferris expressed in letter to parent Commerce Committee Chairman Harley Staggers (D-W. Va.).

**SOMEDAY ALL THE
MAY BE LIKE TO
BUT UNTIL THE C
YOU CAN HAVE**



**ALK SHOWS
IT'S.**

**OTHERS CATCH UP,
THE ORIGINAL!**

THE TONI TENNILLE SHOW

A new, daily 60 or 90-minute program of lively conversation,
comedy and music! The talk show for the 80's!

**Beginning Fall 1980 on all NBC O&O's, all McGraw-Hill stations
and in many other markets across the country.**

**MEET TONI
IN PERSON AT NATPE
CROWN SUITE 1136.**

MCA TV

Business Briefly

TV ONLY

Rivianna Foods □ Fifteen-week campaign for Mahatma rice begins this week in about 15 markets, concentrating on Louisiana, Georgia, Alabama and Mississippi. Spots will run during day and early fringe times. Agency: The Bloom Agency, Dallas. Target: women, 25-49.

Mogen David □ Thirteen-week campaign for wine begins Feb. 18 in 60 markets including Minneapolis-St. Paul, Kansas City, Kan., Buffalo, N.Y., Atlanta and Denver. Spots will be placed during day, fringe and news times. Agency: Robert L. Cohn, Northbrook, Ill. Target: adults, 35 plus.

SAS □ Eight-week campaign for Scandinavian Airline Systems to promote air travel begins Feb. 17 in seven markets including Los Angeles. Spots will run during fringe and news times. Agency: Scali, McCabe, Sloves, New York. Target: adults, 50 plus.

Federal Express □ Six-week campaign

for Express Mail begins Feb. 16 in more than 20 markets including Los Angeles, San Francisco, Philadelphia, Pittsburgh, Dallas-Fort Worth and Minneapolis-St. Paul. Spots will run during late fringe, prime and news times. Agency: Ally & Gargano, New York. Target: men, 18 and over.

Armour-Dial □ Six-week campaign for canned chili begins Feb. 13 in 32 markets including St. Louis, Kansas City, Mo., Atlanta and Philadelphia. Spots are placed during day and fringe times. Agency: Foote, Cone & Belding, Chicago. Target: women, 18-49.

Castle & Cook □ Five-week campaign for Bumble Bee seafood begins in March in about 17 markets including Minneapolis-St. Paul. Spots are placed in fringe and prime times. Agency: Manoff Geers Gross, New York. Target: women, 25-54.

Sheraton □ Four-week campaign for hotels begins April 28 in about 14 markets including San Francisco, Los

Angeles, St. Louis and Atlanta. Spots are placed during fringe and news/sports times. Agency: Creamer Inc., New York. Target: men, 25-54.

Genessee □ Three-week campaign for beer begins Feb. 25 in 22 markets including Philadelphia and Albany-Schenectady-Troy, N.Y. Spots are placed in fringe times. Agency: William Esty, New York. Target: men, 18-49.

Sherwin-Williams □ Three-week campaign for paint and wall coverings begins Feb. 4 in 111 markets including Oklahoma City, Birmingham, Ala., Pittsburgh and Minneapolis-St. Paul. Spots will run during fringe times. Agency: Doyle, Dane & Bernbach, New York. Target: adults, 25-49.

Kingsdown □ One-week campaign for mattresses begins March 31 in 22 markets including Washington and Birmingham, Ala. Spots will run in day and fringe times. Agency: Carmichael, McKneely, Dusenbury & Alban, Durham, N.C. Target: women, 25-49.

RADIO ONLY

Scorplan □ First-quarter campaign to coincide with print advertising will begin this month for skis in approximately 25 mainly Northeastern markets. Total advertising radio budget for



"... The One Indispensable Tool in Covering American Politics ..."

That's what noted political writer Theodore H. White has to say about Congressional Quarterly's political coverage. And for good reason. Next year, aside from our regular weekly coverage, you can expect the following special publications from CQ:

- ☐ In February — Pre-Primary Special Report identifying key races for the House, plus a detailed look at all upcoming Senate and gubernatorial campaigns. Sent free to all CQ subscribers; available for \$15 to non-subscribers.
- ☐ In February — CANDIDATES '80, a 100-page paperback compilation of CQ's in-depth profiles of all major candidates for the presidency, including past key votes, electoral record, stands on issues. Available at \$6.95 per copy.
- ☐ In April — ELECTIONS '80, a 180-page election handbook packed with all the facts and figures you'll ever need in covering the presidential, congressional and gubernatorial races. The appendix includes the 1976 returns for all offices broken down by congressional district. Available for \$6.95 per copy.
- ☐ In July and August — Convention Guides for both national political conventions, including extensive coverage of party rules, platforms, key figures in each state delegation, pertinent historical background, charts and statistics, even maps of the convention cities, auditoriums and press working areas. Sent free to CQ news service subscribers; \$15 for both to non-subscribers.
- ☐ In October — Final Outlook Special Report for all 435 House races, 34 Senate contests and 13 gubernatorial elections. We'll also give you outlooks on the presidential race in each of the 50 states. Sent free to CQ subscribers; \$15 to non-subscribers.

CONGRESSIONAL QUARTERLY SERVICE

1414 22nd St. N.W., Wash. D.C. 20037 (202 296-6800)



Old and new. Carrying theme, "Motor Cars in the Great European Tradition," Fiat rediscovers its roots in major advertising campaign breaking this week in top 20 markets. New York agency, Benton & Bowles, handled creative work for campaign, which promotes Fiat's full line of cars. Each TV spot features older Fiat model alongside current one to demonstrate the company's automotive tradition in "Sparing the Fuel Without Sparing the Fun." Both TV and print advertising are geared toward men, 25-49. Credits: Ed Caffrey, copywriter; Al Silver, art director; Shelley Platt, producer; Sid Myers, director from Myers & Griner Questa.



Viacom! **Out in front** **with the** **biggest** **movies for** **1980!**

Big Jake
Helter Skelter (Part I)
Helter Skelter (Part II)
With Six You Get Eggroll
Rio Lobo
Le Mans
A Man Called Horse
Summer of My German Soldier
Something Big
The Reivers
Hell in the Pacific
Flight to Holocaust
Dallas Cowboys Cheerleaders
Monte Walsh
Adam at Six A.M.
The Royal Hunt of the Sun
Little Big Man
Love at First Bite
The Revengers
The April Fools

Viacom **Features VII**

OUT IN FRONT
AT THE NATPE!
SUITE 4378
SAN FRANCISCO
HILTON



THINK OF IT AS SIX GREAT SHOWS.

Research shows that each mini-series segment generates its own audience. This means every episode of a mini-series can be treated as an individual show.

If you look at it the way viewers do, it's easy to see why: story recaps at the start

of each new episode allow the audience to enjoy every show independently.

That's why *Washington: Behind Closed Doors* is six or eight* great movies in addition to being one great mini-series.

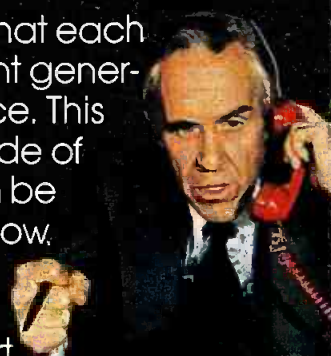
No matter how you slice it, *Washington: Behind Closed Doors* will work wonders for your station. It gives you dynamic counter programming whether you strip it or run it once-a-week.

Washington: Behind Closed Doors will hold your audience and attract new viewers with every episode.

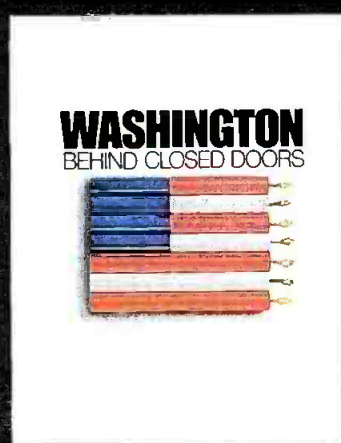
And it will do it in style. It is an exciting, super-charged story of power and corruption in the White House featuring a glittering cast of highly promotable stars. No other contemporary mini-series has ever received such rave reviews and unparalleled publicity coverage in major publications from *Time* magazine to *TV Guide*.

The fact is, when ABC premiered its 1977 Fall season with *Washington: Behind Closed Doors*, it stole the show for six consecutive nights against an unprecedented barrage of network "stunting."

Now it will do it for you. If all this surprises you, you haven't owned a great mini-series. Or, perhaps the mini-series you have owned simply isn't that great. ***Washington: Behind Closed Doors* is that great.**



WASHINGTON: BEHIND CLOSED DOORS



Starring:
JASON ROBARDS
CLIFF ROBERTSON
ROBERT VAUGHN
ANDY GRIFFITH
JOHN HOUSEMAN
BARRY NELSON
LOIS NETTLETON
STEFANIE POWERS

AVAILABLE IN SIX 2-HOUR OR EIGHT
90-MINUTE FORMATS, STARTING
SEPTEMBER, 1980.

PARAMOUNT TELEVISION DOMESTIC SYNDICATION



1980 is \$1.5 million. Agency: Hecht, Higgins & Peterson, San Diego. Target: adults, 18-49.

Elanco □ Twelve-week campaign for Safflower farm product begins this week in Montana and North Dakota markets. Agency: Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa. Target: farmers.

C&S National Bank □ Eight-week campaign for South Carolina bank begins this week in 23 markets. Spots will run during morning and afternoon drive times. Agency: Bozell & Jacobs, Atlanta. Target: adults, 18 plus.

Montgomery Ward □ Four-week campaign for Optical Service begins this month in Washington state markets. Agency: Swearingen Advertising, Portland, Ore. Target: adults, 18 and over.

Latrobe Brewing Co. □ Campaign for Rolling Rock beer begins April 14 in about 100 markets including Boston, Philadelphia, Chicago, Baltimore, Cleveland and Toledo, Ohio. Agency: Robert Willman Co., Sewickley, Pa. Target: men, 18-49.

World Airways □ Campaign for air travel begins this week and runs through April 21 in New York, Washington, Baltimore, Los Angeles and Honolulu. Some spots will run during morning drive times. Agency: Cole & Weber, Seattle. Target: adults, 18 plus.

AdVantage

Match makers. Advertising Agency Register, London, is opening New York office on March 1, offering confidential service for advertisers seeking new agency. Agency membership in AAR costs \$4,000 annually; advertisers pay annual fee to obtain full presentation package of up to 10 agencies. AAR will maintain detailed profiles of agencies and 10-minute videotape presentation prepared by agencies. AAR started in London five years ago and opened Paris branch in 1978. U.S. agency clients signed to date are Foote, Cone & Belding; McCann-Erickson; D'Arcy-Mac-Manus & Masius; Compton Advertising; TBWA Inc. and Manoff Geers Gross. Temporary headquarters of AAR is c/o Morag Hann & Co., 505 Park Avenue, New York, 10022; (212) 888-5166.

□

Finding the frequency. One way for advertisers to get more for their money is to know answer to this question: "How many times must an individual be exposed to my message for it to have any effect on his or her subsequent behavior?" That, says Association of National Advertisers, is genesis of new, 140-page book developed under

auspices of ANA's research and policy committees and written by Michael J. Naples, Lever Brothers director of marketing research. Book is "Effective Frequency: The Relationship Between Frequency and Advertising Effectiveness." Among its conclusions: One exposure has little or no effect; "two exposures begin to represent an effective level within a purchase cycle" and "increasing frequency beyond three exposures during a four-to-eight-week period continues to build advertising effectiveness, but at a slower rate." In television, effects may vary by daypart. In general, they vary from one product or brand to another, so that "each brand ... should experiment to determine its own optimal frequency level." Copies are available from ANA at \$15 each, with lower rates for ANA members, schools, libraries and quantity purchases.

□

Counteradvertising. For 1980, John Breck Inc., Wayne, N.J., has decided to concentrate its advertising for its shampoo in women's consumer magazines and to drop TV. Its reasoning is that it can dominate in magazines, and reach younger women efficiently, while it would make only minor impact in television, which last year obtained the overwhelming portion of more than \$100 million allocated for advertising of all shampoos. Breck shampoo spending in TV last year amounted to more than \$6 million. Breck spokesman said company will continue to be active in TV in advertising for Breck hair spray and conditioning products which appeal to over-35 women's audience. Agency for Breck shampoo is Ted Bates & Co., New York.

□

Mermaid slapped. National Advertising Review Board panel has ruled that TV advertising for Chicken of the Sea tuna, featuring federal inspection seal issued by Department of Commerce, could be "deceptive." Panel pointed out that seal represents voluntary inspection program paid for by advertiser and is available to any seafood manufacturer with specific standards of product quality and sanitary conditions. NARB group did not question advertiser's right to use seal in its advertising, but requested that TV commercial be modified to avoid public misunderstanding that seal implies government endorsement of Chicken of the Sea as "best" tuna. Panel was acting on appeal by Star-Kist Foods Inc. Chicken of the Sea has agreed to modify commercial.

TOTAL MUSIC PROGRAMMING

The *Tanner Musical Spectrum* offers the broadcaster complete music programming and formatting for any station in any market. Name your need—Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

Announced or Unannounced ... for automated or live-assist operations, the *Tanner Musical Spectrum* programming is good listening and most important, *profitable*. Call for a demonstration of the *Tanner Musical Spectrum*. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station ... today!



WILLIAM B.
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2714 Union Extended • Memphis • TN 38112 • TELEX 5-3903
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ONCE A YEAR, WE WORK OUR CANS OFF.

At WBT and WBCY radio, we work all year long for our community. But once a year, we work our cans off with our annual Penny Pitch Children's Christmas Fund. By placing special collection

cans in retail outlets all over the area, we raise thousands and thousands of dollars for local children's charities. The Penny Pitch takes a lot of extra time and effort on the part of our staff.

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This week

Feb. 3-5—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton. Speakers include Senator Russell B. Long (D-La.) and CBS-TV President James Rosenfield.

Feb. 4—Political broadcasting clinics sponsored simultaneously in 37 cities by *National Association of Broadcasters* (see BROADCASTING, Jan. 14 for complete list).

Feb. 4-5—*Ohio Association of Broadcasters/Ohio Sports Broadcasters* state meeting. Galbreath Darby Dan Farm, Columbus.

Feb. 5—Mike Award dinner of *Broadcast Pioneers*. Hotel Pierre, New York.

Feb. 5—*Television Bureau of Advertising* regional sales seminar, Hyatt Regency Atlanta.

Feb. 5-6—*Society of Cable Television Engineers* fifth annual spring engineering conference and membership meeting, Adams hotel, Phoenix.

Feb. 5-6—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception and dinner. Concourse hotel, Madison.

Feb. 6-7—Consultation on "The Electronic Church," sponsored by units of *National Council of Churches, U.S. Catholic Conference, New York University, World Association for Christian Communication and Unda USA*. Catholic Center, New York University, New York.

Feb. 6-11—*International Radio and Television Society* faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 7—*American Advertising Federation/Federal Bar Association* Advertising Law Conference. Hyatt Regency hotel, Washington.

Feb. 7—*Television Bureau of Advertising* regional sales seminar, Galleria hotel, Houston.

Feb. 7—*House Communications Subcommittee* hearings on H.R. 6103, bill to partially repeal equal time requirement. Rayburn House Office Building, room 2123, Washington.

Feb. 7-8—*National Association of Broadcasters* television conference. Century Plaza hotel, Los Angeles.

Feb. 8—Deadline for submitting entries for *Corporation for Public Broadcasting's* local program awards and nominations for Edward R. Murrow award. Information: Diana Calland, director of radio activities, CPB, 1111 16th Street, N.W., Washington 20036.

Feb. 8—Deadline for entries in *National Urban Coalition's* third annual Distinguished Urban Journalism Awards. Information: NUC, 1201 Connecticut Avenue, N.W., Washington 20036; (202) 331-2400.

Feb. 8-10—Third annual *Florida Agricultural and Mechanical University-Florida Association of Broadcasters* radio news minicourse. Hillsborough Community College Dale Mabry campus, Tampa. Information: Phillip O. Keirstead, Department of Journalism, Florida A&M University, Tallahassee 32307; (904) 599-3083.

Also in February

Feb. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speakers: Bob Daly, president, CBS Entertainment; Anthony Thomopoulos, president, ABC Entertainment; and Brandon Tartikoff, president, NBC Entertainment.

Feb. 14—*National Association of Broadcasters* Law '80—Legal Answers workshop. Four Seasons hotel, Colorado Springs.

Feb. 15—Deadline for entries in *Women in Communications* Clarion Awards competition. Information: Clarion Awards, WCI, Box 9561, Austin, Tex. 78766.

Feb. 15—Deadline for entries in *Investigative Reporters & Editors/University of Missouri* awards for investigative journalism. Information: John Ullmann, IRE, 220 Walter Williams Hall, University of Missouri, Columbia, Mo. 65211.

Feb. 15-18—*Howard University School of Communications* conference on "Communications, An Agent for Social Change." Howard University, Washington. Speaker: FCC Commissioner Tyrone Brown. Information: Peggy Pinn, 2400 Sixth St., N.W., Washington 20059.

Feb. 16-21—*National Association of Television Program Executives* conference. Hilton hotel, San Francisco.

Feb. 17-20—*Association of National Advertisers*, business and industrial conference, Marco Beach hotel, Marco Island, Fla.

Feb. 19—Deadline for reply comments in FCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

Feb. 19—Radio Advertising Bureau sales success clinic. Hilton Inn South, Orlando, Fla.

Feb. 20-23—*Texas Cable Television Association* annual convention. San Antonio Convention Center, San Antonio.

Feb. 21—Radio Advertising Bureau sales success clinic. Holiday Inn, Charlotte, N.C.

Feb. 22—*Arkansas Broadcasters Association* meeting. Camelot Inn, Little Rock.

Feb. 24-26—*North Central Cable Television Association* annual convention. Hilton Inn, Des Moines, Iowa.

Feb. 24-26—*CBS Radio Network Affiliates* board meeting. El Conquistador, San Juan, P.R.

Feb. 25-27—*Radio-Television News Directors Association* "Management for Performance" seminar. Marriott Airport hotel, Chicago.

Feb. 27—Radio Advertising Bureau sales success clinic. Peachtree Plaza, Atlanta.

Feb. 28—*Southern Baptist Radio and Television Commission's* 11th annual Abe Lincoln Awards banquet. Wilson C. Wearn, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

Feb. 28—Radio Advertising Bureau, sales success clinic. Drawbridge Motor Inn, Cincinnati.

Feb. 29—Deadline for entries in *Action for Children's Television Achievement* in Children's Television Awards. Information: ACT, 46 Austin Street, Newtonville, Mass. 02160; (617) 527-7870.

■ **Feb. 29-March 1**—*National Oceanic and Atmospheric Administration* Spring Snowmelt Media workshop. NOAA National Weather Service River Forecast Center, 6301 34th Avenue South, Minneapolis.

Feb. 29-March 2—*Oklahoma Broadcasters Association* annual meeting. Skirvin hotel, Oklahoma City.

March

March 1—Deadline for entries in *American Bar Association's* Gavel Awards competition for "outstanding contributions to public understanding of the American legal and judicial systems." Information: Dean Tyler Jenks, ABA Gavel Awards, 77 South Wacker Drive, Sixth floor, Chicago 60606.

March 2-4—*Ohio Cable Television Association* annual convention. Sheraton-Columbus hotel, Columbus.

March 4—*Association of National Advertisers* television workshop. Plaza hotel, New York.

March 4—*Ohio Association of Broadcasters* "Salute to Congress" dinner and White House briefing. Hyatt Regency, Washington.

March 4—*Colorado Broadcasters Association*!

Denver Advertising Federation advanced sales seminar. Writers' Manor, Denver.

March 5—*International Radio and Television Society* anniversary banquet and presentation of IRTS Gold Medal to John W. Kluge, chairman and president of Metromedia Inc. Waldorf-Astoria, New York.

March 5—*Association of National Advertisers* media workshop. Plaza hotel, New York.

March 5—*National Association of Broadcasters* workshop on "Dollars and Sense Law—Using Contracts to Solve Business Problems"; Hyatt Regency O'Hare, Chicago.

March 5—Radio Advertising Bureau sales success clinic. Pittsburgh Hyatt House, Pittsburgh.

March 6—Radio Advertising Bureau sales success clinic. Hyatt Regency Dearborn, Detroit.

March 10—*Washington Association of Broadcasters* annual meeting. Red Lion Inn, Seattle.

March 10-29—Region 2 conference of *International Telecommunications Union* for medium frequency broadcasting. Buenos Aires.

March 11—*Television Bureau of Advertising* regional sales seminar. Seatac Red Lion Inn, Seattle.

March 12—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Frederick Pierce, president, ABC Television. Century Plaza hotel, Los Angeles.

March 12—*New York Market Radio Broadcasters Association* "Big Apple" awards for "creative excellence in radio advertising." Sheraton Centre, New York.

March 13—*Television Bureau of Advertising* regional sales seminar. Sir Francis Drake, San Francisco.

March 14—Deadline for entries in annual *Radio-*

Television News Directors Association awards competition. Information: RTNDA, 1735 DeSales Street, N.W., Washington 20036; (202) 737-8657.

March 14-15—11th annual *Country Radio Seminar* on "Answers to the Questions of the 80's." Hyatt Regency, Nashville. Keynote speaker: Paul Harvey, ABC Radio.

March 16-18—*Public Radio in Mid-America* business meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

March 16-18—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association* and *Society of Professional Journalists, Sigma Delta Chi*. Williamsburg, Va.

March 16-20—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo.

March 17-18—*Society of Cable Television Engineers* addressable technology seminar and live system demonstration. Holiday Inn, San Jose, Calif.

March 17-19—*Advertising Research Foundation's* 26th annual conference and research exposition. New York Hilton.

March 18—Radio Advertising Bureau sales success clinic. Red Lion Inn Sea Tak, Seattle.

March 19—Radio Advertising Bureau sales success clinic. San Francisco Hyatt Regency, San Francisco.

March 19-20—Action for Children's Television eighth national symposium, "Children and Television: The Health Connection." Shoreham Americana hotel, Washington. Speakers include NBC vice chairman Richard Salant, Norman Lear, Michael Kievmann, Surgeon General Julius Richmond, and Secretary of Education Shirley M. Hufstader. Registration information: Denise Recht, (617) 527-7870.

Major Meetings

Feb. 16-21—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

March 16-20—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

April 13-16—*National Association of Broadcasters* annual convention. Las Vegas Convention Center. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 18-24—*MIP TV* international program market. Cannes, France.

May 4-8—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 12-15—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 18-20—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 18-21—*National Cable Television Association* annual convention. Convention Center, Dallas. Future conventions: Los Angeles, May 29-June 1, 1981; Las Vegas, May 25-28, 1982; New Orleans, May 1-4, 1983; San Francisco, May 22-25, 1984; Atlanta, April 28-May 1, 1985.

June 3-7—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

June 5-7—*Associated Press Broadcasters* convention. Fairmont hotel, Denver.

June 7-11—*American Advertising Federation*, annual convention. Fairmont hotel, Dallas.

June 11-15—*Broadcasters Promotion Associ-*

ation 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

Sept. 14-17—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

Sept. 20-23—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

Oct. 5-8—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago; Sept. 30-Oct. 2, 1982, Caesar's Palace, Las Vegas.

Oct. 26-30—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas.

Nov. 10-12—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 16-18, 1981, Hyatt Regency, New Orleans.

Dec. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

Jan. 18-21, 1981—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles.

May 30-April 4, 1981—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriastr. 21, CH-3030, Berne, Switzerland.

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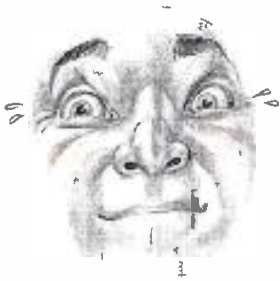
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March 20—Radio Advertising Bureau sales success clinic. Travel Lodge, Los Angeles.

March 20-21—*Georgia Cable Television Association* annual meeting. Atlanta Sheraton. Information: George Paschell, Cablevision of Augusta, Box 3576, Augusta, Ga. 30904.

March 21-23—*Intercollegiate Broadcasting System* annual convention. Sheraton Centre, New York. Information: Jeff Tellis, (914) 565-6710.

March 23-26—Advertising financial management workshop, *Association of National Advertisers*, Sea Pines Plantation, Hilton Head Island, S.C.

March 23-29—International public television screening conference, under auspices of *Rockefeller Foundation and various North American and European broadcasters*. Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public Broadcasting, (202) 293-6160.

■ **March 24**—Conference on Communications Law and Principles of Regulatory Reform, sponsored by *Regulated Industries and Communications Law Committees of Federal Bar Association*. Speakers: Henry Geller, assistant secretary of Commerce, National Telecommunications and Information Administration; Charles D. Ferris, chairman, FCC; Representative

Lionel Van Deerlin (D-Calif.), and Charles Brown, chairman, AT&T. Panel on broadcast matters include Pluria Marshall, National Black Media Coalition; Nina Cornell, Office of Plans and Policy, FCC; Ralph Jennings, Office of Communication, United Church of Christ; Charles Firestone, University of California at Los Angeles; John Lyons, broadcast program manager, NTIA, and Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters. Marriott Key Bridge Motel, Rosslyn, Va.

March 24-25—*Society of Cable Television Engineers* mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

OpenMike®

PSIP and PIC

EDITOR: I would like to bring to the attention of broadcasters two government programs that provide financial incentives to encourage private sector employment of economically disadvantaged persons.

The first is the Private Sector Initiative Program (PSIP). In the 1980 fiscal year, approximately \$400 million will be available through this program to encourage private business to employ and train the economically disadvantaged.

Let me cite just two ways in which the new program could help broadcasters. Broadcasters could hire as many disadvantaged individuals as they like, give them on-the-job training, and during the training period the government would reimburse employers for training costs equal to half of the employees' salaries. Training could run for as much as six months. Another way PSIP could help is through training centers that will be established throughout the country. Broadcasters could try and arrange to have some aspect of broadcasting skills taught at these centers to train the economically disadvantaged to go into broadcasting.

To administer this program, Private Industry Councils (PIC's) would be created around the U.S. to help develop private industry programs and to disburse funds. These councils will consist mainly of local businessmen who appreciate the need to prevent government paperwork. The following Department of Labor regional administrators can be contacted by local broadcasters to find out about PIC's in their areas.

Timothy M. Barnicle, Room 1703, J. F. Kennedy Building, Boston 02203 (617-223-6439); James A. Ware, Room 3713, 1515 Broadway, New York 10036 (212-399-3209); William J. Haltigan, Box 8796, Philadelphia 19101 (215-596-6336); James A. Lowe, Room 415, 1371 Peachtree Street N.E., Atlanta 30309 (404-881-4411); C. Thomson Ross, Sixth Floor, 230 South Dearborn Street, Chicago 60604 (312-353-0313); Richard A. Flores Jr., Room 316, 555 Griffin Square Building, Dallas 75202 (214-749-2721); Richard G. Miskimins, Room 1000, Federal Building, 911 Walnut Street, Kansas City, Mo. 64106 (816-374-3796); Floyd E. Edwards, 16122 Federal Office Building, 1961 Stout Street, Denver 80294 (303-837-4477); Carolyn Golding, Box 36084, San Francisco 94102 (415-556-7414); Don A. Balcer, Room 1145, Federal Office Building, 909 First Avenue, Seattle, Wash. 98174 (206-442-7700).

The second opportunity is an elective

tax credit for hiring economically disadvantaged as well as other employees. This is known as the Targeted Jobs Tax Credit. Under this, employers can receive a tax credit equal to 50% of first-year wages up to \$6,000 and 25% of second-year wages up to \$6,000. Eligible employees range from Vietnam-era veterans under 35 who are economically disadvantaged to 18-to-24-year-olds from economically disadvantaged families. For more about this program the regional administrators described above or state or local employment security offices also can be contacted (or see Internal Revenue Service publication 906).

These programs should provide skilled talent and financial incentives to broadcasters. At the same time they address the critical national issue of employment, and should be helpful in supplying a diverse source of employees to work in the broadcasting industry.—*Steven J. Simmons, assistant director, domestic policy staff, the White House, Washington.*

Facing up to the music

EDITOR: I can already hear the cries: AM radio is dead!

By now the latest statistical information prepared by Arbitron is available to most program directors. The rating books will show that, in an increasing number of major markets, AM radio's available listenership is down, while FM radio's available listenership is up.

Will those of us who program AM radio simply kill the messenger and ignore what we are being told, or do we pay attention and learn to be more creative? AM radio is far from being dead. We need to be more positive about our own future.

Radio, as we all know, works best when it speaks on a one-to-one basis. We must learn to communicate in other than musical terms. Because of the vast technical improvements within our industry, FM radio has captured a major portion of the available music market. AM radio's program directors must create new alternatives to FM radio's various musical formats. We must not kill the messenger. Rather, we must sit down and pay attention to what the messenger is telling us.

AM radio is still the most vital means of communication.

As a news/talk/conversation program director, I have long believed that AM radio can and does move people to action. We sell products and services. We provide information and conversation. AM radio can be entertaining and interesting without music. Music is not now nor is it soon likely to be the great savior of AM radio.—*Don Karnes, program/operations director, WKAT(AM) Miami Beach.*

Cut the losses

EDITOR: I've read the text of the FCC's recent notice of proposed rulemaking with respect to children's TV programming. I was going to submit a comment to the commission. But its "logic" is so out of touch with that found in the real world, commenting wouldn't pay.

I don't think broadcasters are going to win this round. Perhaps the wisest thing to do would be to give in on this one and start early on the next battle. Let the government try to come up with "acceptable" children's programming. Just let's be sure we don't permit them to make a rule that compels the kids to watch.—*Alan J. Gottesman, assistant research director, The Value Line Investment Survey, New York.*

Marshall and the forces

EDITOR: I object to being lumped together with the Messrs. [Ralph] Nader, [Nicholas] Johnson and Dr. [Everett C.] Parker on radio deregulation (see editorial, Jan. 21) or any other issue. Although we often find ourselves in agreement, these gentlemen do not purport to represent black America's special concerns in broadcasting.

The fact is that under deregulation, blacks will have no assurance of news, public affairs or PSA coverage of our community. Time and again it is only through resort to the FCC that we have obtained media access. We can hardly be expected to show much enthusiasm for deregulation.—*Pluria Marshall, chairman, National Black Media Coalition, Washington.*



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□

AM allocations. FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments in proceeding, however, were negative; most supported maintaining clear channels (BROADCASTING, July 16, 1979). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing from 10 khz to 9 khz to create more radio channels, and U.S. will submit that proposal at Region 2 (western hemisphere) conference in March (BROADCASTING, Jan. 14), where it must be approved; U.S. cannot move unilaterally.

□

AM stereo. Year and half ago, FCC instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—by Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding were filed eight months ago (BROADCASTING, May 28, 1979), and Chairman Charles Ferris has said FCC will deal with issue in early spring.

□

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, continued to fight against suit.

□

Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late last year; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). Meanwhile, U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment. Justice was given 45 days to respond (BROADCASTING, Dec. 17, 1979).

□

AT&T rates. FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for

allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued more than year ago, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

□

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

□

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Last June, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation. Comments were filed late last year; the majority supported more flexible standards. Replies are due Feb. 19. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups.

□

Broadcasting in Congress. House of Representatives has been on live television feed since last March (BROADCASTING, March 26, 1979), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country.

□

Cable deregulation. FCC is embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated-exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (BROADCASTING, May 7,

1979). National Telecommunications and Information Administration, has proposed idea of retransmission consent as means of introducing marketplace factor into distant signal equation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (BROADCASTING, Sept. 24, 1979). Congressional Research Service, on other hand, has published study, requested by Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, which concludes that only Congress, through Copyright Tribunal, can authorize retransmission consent (BROADCASTING, Dec. 3, 1979). FCC is aiming for May/June date to release report and order in proceeding.

□

Carter use of broadcasting. President has held 53 televised press conferences since assuming office, but last July he abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences radio call-in shows and possibly other formats (BROADCASTING, Aug. 27, 1979). He did call-in show on National Public Radio last Oct. 9 (BROADCASTING, Oct. 15, 1979).

□

Closed captioning. ABC, NBC and Public Broadcasting Service announced captioning project for benefit of hearing impaired will begin March 15 (BROADCASTING, Jan. 28). ABC and NBC will caption five hours a week (in prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for home sets. Adapter for set will cost about \$250, while 19-inch color set with one built in will sell for about \$500. CBS declined to participate, saying it is more interested in proceeding with its work with teletext process (BROADCASTING, Oct. 1, 1979).

□

Communications Act. House Communications Subcommittee has approved H.R. 6121, amendments to 1934 act, which deal only with common carrier provisions. Bill will probably go to full Commerce Committee some time this month, when additional common carrier amendments will likely be introduced. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.) (BROADCASTING, Dec. 24, 1979), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) (BROADCASTING, Nov. 12, 1979). Both bills have been redrafted and comments on each have been invited. Mark-up is expected this year.

□

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreements, six have been freed from divestiture order because of changed circumstances in market (entry of competition) and one has won reversal of divestiture order in appeals court. Of four

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You may be aware that networks are programming more movies. However, what you may not know is that last year an overwhelming 70% of all first-run movies on the networks were made-for-television. And that they outdelivered theatricals by 14%. An impressively wide margin which has helped create an expanding market for made-for-television movies.

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To ensure that what you buy now will pay off in the long run, Paramount has created Marquee II: A new two-hour made-for-television movie package designed to offer you 17 titles that will perform in the necessary key time periods where highly competitive programming is essential. These titles have also been carefully selected to give you the narrowest fall-off when repeated – made-for-TV movies have an impressive track record for repeatability over the past five years, and Marquee II titles have 50% less fall-off than the average.

And Marquee II has the content that has been proven to attract the largest audiences: Compelling dramas like "Having Babies," gripping suspense stories like "Ski Lift To Death," haunting true-life mysteries of the supernatural like "The Ghost of Flight 401," sensational headline-making stories about contemporary topics such as the "Mary Jane Harper Cried Last Night" exposé of child abuse, plus hilarious, zany country humor and delightful romantic comedies starring some of television's most impressive names.

You'll find it all in Marquee II. Top-draw ratings, explosive stories, and today's most recognized stars that make this the most highly exploitable and successful made-for-TV movie package you can buy.

Available June, 1980.



PARAMOUNT TELEVISION DOMESTIC SYNDICATION



remaining cases, three have asked for reconsideration of FCC's denial of waiver request and one has given up fight and decided to sell its television station in compliance with order (BROADCASTING, Jan. 7).

□

Crossownership (television broadcast-cable television). FCC amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC's Cable Television Bureau is preparing draft notice. FCC hopes to consider issue in March.

□

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission had tentatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and include minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (BROADCASTING, Jan. 1, 1979). First Report and Order was adopted Dec. 21, 1978. It amended instructions for Form 395, listing under each category appropriate broadcast occupations to be reported.

□

Family viewing. Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing contending that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (BROADCASTING, Dec. 24, 1979).

□

Federal Trade Commission. FTC concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. Entire matter may be dropped, however, if legislation approved by Senate Commerce Committee becomes law (BROADCASTING, Nov. 12, 1979). New legislation would prohibit authorization bill, which has already been approved (BROAD-

CASTING, Dec. 3, 1979). Senate version contains no one-house veto provision, which would allow Congress to override FTC actions without presidential approval. It is expected, however, that legislative veto will be introduced on Senate floor when bill comes up for debate, some time early this year.

□

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed later that year (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early last year, and final comments have been received.

□

Format changes. FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Commission now has asked Supreme Court to review case (BROADCASTING, Dec. 3, 1979).

□

Minority ownership. Carter administration announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979). But National Telecommunications and Information Administration's Henry Geller later conceded ideas could be improved on and said NTIA would submit revised proposal to FCC (BROADCASTING, Jan. 14). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations, for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program to help minorities learn station operations.

□

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a

class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979).

□

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry would be best solution for effective regulation. Staff believes even though commission has jurisdiction to regulate networks, network/affiliate economic relationship is successfully entrenched, and further attempts to regulate it would prove fruitless (BROADCASTING, Oct. 22, 1979). Report on viability of fourth network is due out this spring.

□

Network standings. Prime-time TV ratings averages, Sept. 17-Jan. 27: CBS 19.5, ABC 19.4, NBC 17.6.

□

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership applicable now only to commercial licensees. Comments for all, except FM educational assignments, have been received; comment period for FM assignments has been extended indefinitely.

□

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING, Jan. 1, 1979). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed on a part-time basis in lieu of previously required full-time basis employment. Changes were effective Dec. 19, 1979. FCC will issue further notice of proposed rulemaking next spring, addressing operator license restructuring and continuing examination requirement.

□

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate

**WHAT YOU
DON'T KNOW
CAN
HURT YOUR
PROFITS.**

AP BROADCAST

If all you know about us is our wire service for

What you don't know about us can hurt your product and your profits.

Everyone knows we're the largest newsgathering organization in the world. But some broadcasters don't realize we're also the largest broadcast news service.

We're best known for our wire service for broadcasters. It's the service that built our reputation as the most accurate, objective and timely news service available.

But, we're a lot more than that. We're a comprehensive package of services specifically designed to meet the needs of broadcasters today.



We supply you with tremendous programming opportunities far beyond the scope of just news. Programming which you can use just as it arrives, or which you can tailor to special needs and interests. Programming to give you a competitive edge to attract advertisers.

We've made dramatic changes in our service—to make it work harder for you.

In case you haven't kept up with the changes at AP Broadcast Services, here's a rundown on what we provide and how you should be using us.

AP Radio Wire

Started in 1942, our basic broadcast service was literally reinvented in 1979 to be totally flexible. Programming is in short segments to fit any format and provide spots for commercials. The language is specially written for the ear. Hourly news summaries are complete scripts, not just separate stories. And, the basic hourly summary provides three minutes of news. Weekday programming is on a regular schedule, providing excellent strip opportunities. Special weekend programming is available as well, plus strong sports coverage.

24 hours a day, every day, AP Radio Wire gives your station news and programming in its most usable, saleable form.

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The incredible speed of the AP TV Wire makes it easy to keep you up to the minute on fast-breaking stories. 24 hours a day, every day, the AP TV Wire provides a vital source of in-depth news to your station.

SERVICES

broadcasters, you don't know much about us.



AP Photo Services

Both color and B&W stills are available from the AP's world-famous photographic staff. AP Photographers have been awarded 14 Pulitzer Prizes since the broadcast services were started.

AP LaserPhoto represents very simply the best quality electronic B&W still photo service in the world. The amazing speed and versatility of AP LaserPhoto makes it perfect for covering fast-breaking stories.

AP PhotoColor provides timely 35mm slides for TV broadcasters that tie in with AP TV Wire programming. AP Photo-



Color is like having your own photographic service with coverage of all the world's events and personalities, plus many usable graphics.

AP Newscable

AP Newscable is a 24-hour-a-day video service that brings national and international events, sports, business, market quotations, weather, television highlights, show business news and a lot more into cable subscribers' living rooms.

Instead of shutting down, a number of UHF-VHF stations are letting AP Newscable work the night shift, keeping that tuner right where it should be all night long. This represents an excellent opportunity for extra sales revenue at very low cost.

Problem-Free Technology

AP Broadcast Services uses state of the art technology — and backs it up with a nationwide staff of technicians to service and maintain all equipment. →



The key to our services is flexibility

AP Broadcast Services are designed to give your station flexible, ready-to-use news programming. Originating from the prestigious Associated Press—the broadcast services are renowned for accurate, objective and fast news reporting.

But AP Broadcast Services are much more than just news.

AP Broadcast Services provide hours of interesting, timely, programming each week. Programming that can build ratings for your station and sales for your advertisers.



AP Broadcast Services.

What you don't know about us...
can hurt your profits.

But what you know about us now
can build your product,
your ratings, and your profits.

AP Broadcast Services

INNOVATION for better news programming

Associated Press Broadcast Services, 50 Rockefeller Plaza, New York, N.Y. 10020 (212) 262-4011

regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING, May 28, 1979). There are eight over-air pay TV stations currently telecasting: WWHT(TV) Newark, N.J., KBCS-TV Corona, Calif., WQTV(TV) Boston, KWHY-TV Los Angeles, WXDNTV Detroit, KNXV(TV) Phoenix, WSNL(TV) Smithtown, N.Y., and WKID(TV) Ft. Lauderdale, Fla.

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation last fall (BROADCASTING, Nov. 19 and Dec. 3, 1979).

Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace current FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments are due March 25.

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29, 1979). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9, 1979). It underwent hearings last spring in House (BROADCASTING, May 28, 1979). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING,

Feb. 26, 1979). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23, 1979).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated in December 1978, with adoption of new proceeding looking towards development of new television receivers. (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to determine problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Staff is currently completing studies that may lead to report and order.

WARC. President Carter will send to Senate for ratification later this year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva on Dec. 6, 1979. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was—"success" (BROADCASTING, Dec. 10, 1979). Among results: AM band was extended from 1605 to 1705 khz, shortwave frequencies increased by about 500 khz, and proposal was adopted that will increase threefold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. had to take footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and it reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba, (BROADCASTING, Dec. 24, 1979).

WESH. FCC renewal of license for Cowles Communications' WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22, 1979). Cowles and competitor arrived at out-of-court settlement (BROADCASTING, May 21, 1979), but agreement was rejected by court (BROADCASTING, June 25, 1979).

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Monday Memo®

A broadcast advertising commentary from Frank McDonald, senior VP/director of media and marketing, Cunningham & Walsh, New York

New media mean new marketing challenges

Now that the seventies—a decade of achievement in spite of detours, roadblocks, setbacks and other obstacles along the way—have passed into history, the next order of business in these early days of the new decade is to look to the coming years and to get ourselves goals for them.

With the industry's penchant for alliterative catch phrases for almost anything, the next 10 years have already been titled the "electronic eighties". Granted it's not original but these two words really say it all.

There is always uncertainty about the future. But in this case one thing stands sure. We are in the midst of an electronic communication explosion. We have network television, cable TV, pay cable, satellite transmission, videocassette and disk program production, subscription TV and general information systems. All are integral parts of the technological revolution that is changing the face of the television industry.

Surrounding the excitement of these new technologies is the uncertainty as to which of these innovations will provide the greatest potential. Put another way, how are we going to find the correct approach to the right technology? About the only thing that is certain is that in the 1980's it will be the viewers—faced with their greatest set of choices ever—and not the producers, networks or stations, that will have control of what they will see. True, viewers will have to pay for that choice and control but how much and for what control no one can be sure. But more about that later.

Before looking more carefully into these exciting new technologies perhaps we should look to some current aspects of the industry, some of which have been with us for quite a while and still have to be resolved.

For instance: the establishing of a logical, sensible or accountable method of pricing.

It has been loudly claimed that broadcast media are based on demand and supply. If this is true, then how is it that we never hear of "announced" price decreases from year to year? Sure we see opportunities for buys but for the most part these buys are created because the seller has not reflected the true market on earlier buys.

Perhaps this is because, in truth, there is a "sold out" position. We don't see commodity-type pricing in the industry. All that we have is demand without supply



Frank McDonald is a senior vice president and director of media and marketing and member of the board of directors of Cunningham & Walsh Inc., New York. Starting as a media buyer in 1963 he progressed to manager of media planning, was a prime mover in the agency's EDP media system, director of TV programming and associate media director before being elected to his present management post in 1972. Prior to joining Cunningham & Walsh Inc. he was in media work at Doherty, Clifford, Steers & Shenfield and Dancer-Fitzgerald-Sample.

and therefore a controlled monopoly.

This is not suggesting a need for additional government control, for I doubt very much that this would change the situation. In fact, it would probably add to the inflationary spiral as many of our government regulations do.

In the area of research perhaps we can get some answers to such questions as:

How much frequency is needed?

What are the effects of trading off reach for frequency?

What are the effects of buying lower-priced dayparts to maintain frequency?

How do we measure the communication value of a 60-second spot against a four-color page; or a unit in a variety show against a documentary, drama or movie, etc.

Or, the effects of having a first, second, third or fourth commercial in a pod.

Or, the development of comparable media audience data between print and broadcast or even within media.

And, lastly, in the eighties, among other questions, perhaps we will see media establishing a more responsible position on product protection.

Returning to the exciting new technological advances, one thing is certain. The picture of 30 years of television's

uninterrupted growth in importance as a communications medium and in revenue, once very clear, is clouded.

Now technological advances have arrived and with them a challenge: The broadcast networks, facing competition from cable, pay TV, subscription TV, videotapes and disks face a dilemma. Viewers will be able to look at only one picture at a time. So, we can expect them to become more selective in their choice of programming and the media that bring that programming to them.

What does that portend for us in the business?

It will mean a more finite definition of audience, more precise research and greater premiums than ever before placed on the skills that go into effective advertising.

These challenges also present exciting new opportunities. Forward-looking practitioners should be viewing the new technologies as new media, new complete channels of information and entertainment in their own right, and not as ancillary to current broadcasting as we know it today.

There are challenges inherent in these new technologies for the development of new ideas that will tear away from the fabric of commercial formats in order to mesh with new areas of placement and newer selling needs of clients.

At this writing, mainly because it has been around longer than any of the other parallel uses of television, cable television appears to be perhaps the most interesting. Pay cable has clearly demonstrated that it can effectively, or perhaps we should say profitably, compete with commercial television. The most recent audience measurement of pay cable shows that it equals or better commercial stations in terms of audience delivery.

Cable television programs offer special advantages to marketers, continually searching out better-focused audiences. This form of "narrowcasting," operating in parallel with the current broadcast services, will be a worthy competitor for viewers' attention to broadcasting networks' programming.

The future of cable and its relationships with current broadcast services are a reflection of the effect that other innovative transmissions will have on the home-picture future.

Regardless of how the upcoming scramble turns out, two points stand out. America's viewers can look ahead to the ultimate in informational, religious and entertainment programming; agencies and advertisers can look forward to the challenge of having at their disposal the most potent arsenal of mass selling tools yet presented to marketers.

Mr. Capener Went to Washington



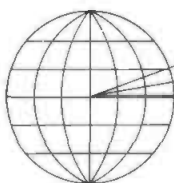
Almost eight years ago, Ted Capener went to Washington to head up Bonneville's news bureau.

In addition to other news services and networks used by Bonneville, Ted and his staff send exclusive national stories to Bonneville's owned and operated radio and television stations, licensed throughout the United States.

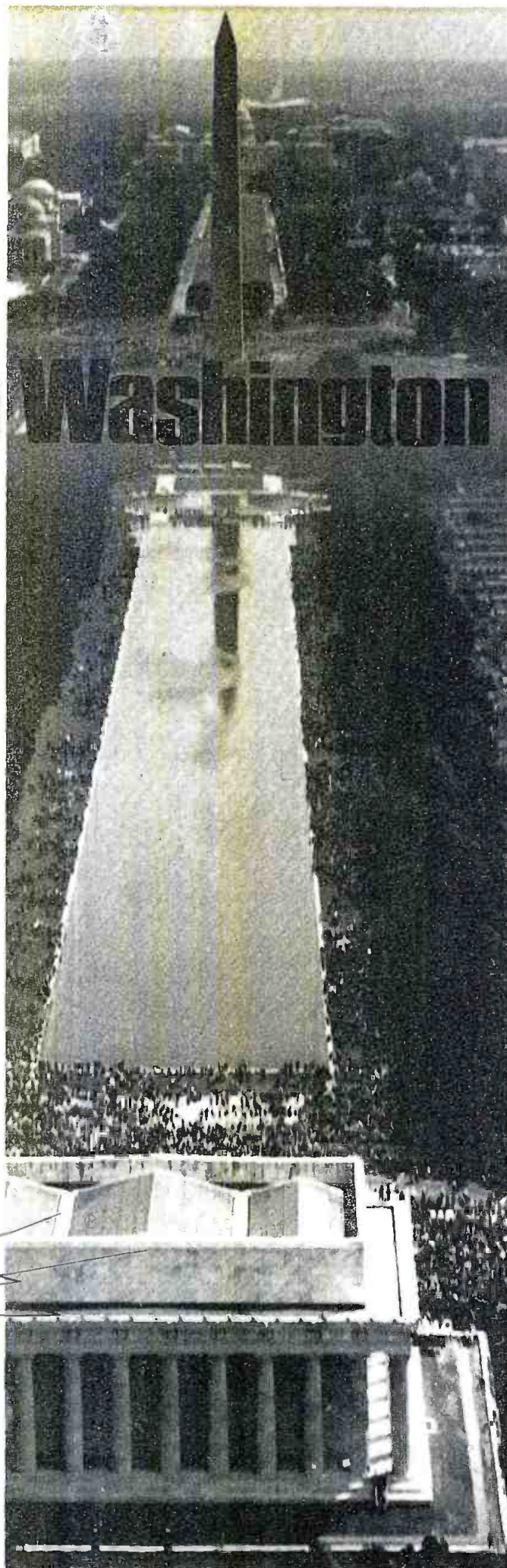
Bonneville is one of the few broadcast station group owners to employ its own Washington staff, reporting important news from the nation's capital—news of particular local interest to those millions of viewers and listeners within the primary coverage areas of Bonneville stations.

This is just one more important way Bonneville stations serve their many communities better.

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International
Corporation*



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• KOIT, San Francisco, Calif. • KAAM, KAFM, Dallas, Texas
• KSEA, KIRO, KIRO-TV, Seattle, Washington • KMBR, KMBZ, Kansas City, Mo.
• KSL, KSL-TV, Salt Lake City, Utah • Bonneville Productions, Salt Lake City, Utah
• Bonneville Broadcast Consultants, Tenafly, New Jersey • Bonneville Data Systems,
Salt Lake City, Utah • Bonneville Washington News Bureau, Washington, D.C.
• BEI Productions, Encino, Calif. • Radio Data Systems, Salt Lake City, Utah • Torbet Radio.



CBS O&O's striking Rockford gold in Los Angeles & Chicago.

And now they bought it for Philadelphia, too!



Leading into the early news in both Los Angeles and Chicago, Rockford is #1 in its time period—up 133% and 57%, respectively, over the previous programming. (It starts on the CBS O&O in St. Louis in September.)*

19 OF THE TOP 20 MARKETS NOW HAVE ROCKFORD WORKING FOR THEM!

Stake your claim, today.

THE ROCKFORD FILES

MCA TV

Visit us at NATPE...Crown Suite 1136.

*WPIX-TV has The Rockford Files in New York.

Source: NSL Los Angeles, Jan. 14-18, 1980 vs 1979; Chicago, Jan. 14-18, 1980 vs previous 4-week average. © 1980. Universal City Studios, Inc. All rights reserved.

TOP OF THE WEEK

CBS climbs back on top of ratings mountain

How long it can be king of the hill is problematical, but season-to-date win gives network strong psychological boost; forecasts confounded

They could have been singing "Happy Days are Here Again" at Black Rock and Television City last week. Tuesday morning, when the A.C. Nielsen reports for the week ending Jan. 27 arrived, the news was there in black and white—after four years, CBS-TV was back on top.

A narrow tenth of a rating point separated CBS from prime-time rival ABC-TV, but the psychological lead was far greater. In a season that was expected to see ABC smother its competition with a scheduling onslaught some industry observers said would put ABC Television President Fred Pierce and company on top of the heap for years to come, CBS had accomplished the improbable—if not the unthinkable.

For the 19 weeks of three-way competition, CBS had come up with a 19.5 rating, ABC a 19.4 and NBC-TV, providing little contest, a 17.6. The new order comes as a result of the sixth week in a row CBS has led the prime-time race. Results for the week: CBS 21.7 rating/32.2 share; ABC 20.3/31.3; NBC 16.5/25.9.

With the latest ratings results, CBS will be entering the February ratings sweeps the leader. But ABC, with 13 days of winter Olympics coverage, is likely to regain that position by month's end. A significant February win for ABC—and the attendant decline in audiences at the other networks—could carry ABC back to its leadership spot through March and the end of the "official" season in April.

Furthermore, as former NBC programming head Paul Klein pointed out, CBS will now be running its powerful Sunday night schedule without the benefit of football as a lead-in. The largest television audiences are on Monday and Sunday nights, he noted, and "CBS has a given on Sunday with *60 Minutes* and football leading into that."

It is worth noting, then, that on Jan. 27,

the Sunday after the Super Bowl, ABC logged its best Sunday night since Nov. 4 (when it had "Jaws") with a runover Pro Bowl lead-in, *Galactica 1980*, a heavily promoted two-hour premiere of *Tenspeed and Brown Shoe* and a Donna Summer special. *Tenspeed*, averaging a 25.4/36, beat out the entire line-up of comedies that have carried the night for CBS this season. A rarity for ABC, its whole Sunday schedule was among the top 30 programs.

"Runover football was the new show hit of the season," said a former network programming chief at CBS, Michael Dann. "It made us all look like fools. In my day we got off for *Heidi*."

It was Dann who last summer praised ABC's aggressive scheduling tactics and called its comedy line-up the "strongest in the history of modern television" (BROADCASTING, Aug. 27, 1979). Last week he credited "ABC's massive decline" to what he counted as nine Sunday football runovers on CBS in the fall

"Runover football was the new show hit of the season."

Mike Dann

and the leading network's made-for-television movies that were largely family dramas that "fitted the public appetite" better than "ABC's melodramas."

"That is not a defense against my prediction—which was wrong," Dann said. "I'm as amazed as Bob Daly is."

Dann, too, sees ABC re-establishing itself as the front runner beginning this month as a result of the Olympics. "Sports will probably determine the winner when April 1 comes around," he said.

For the week ending Jan. 27, when CBS took over the prime-time lead, the three-way competition went like this:

The top-rated program of the week was not CBS's *60 Minutes*, the over-all leader of the season, but another from the same network: *Dukes of Hazzard* (29.8/48). The newsmagazine followed with a 28.6/41. Others in the top 10 were ABC's *Three's Company* (28.5/41); CBS's *M*A*S*H* (28.0/40) and *Trapper John M.D.* (26.2/44); NBC's *Little House on the Prairie* (26.0/37); ABC's *Taxi* (25.7/38); *Tenspeed and Brown Shoe* (25.4/36); *Fantasy Island* (24.7/43), and CBS's *House Calls* (24.4/36).

That week, CBS won Monday, Thurs-

day, Friday and Sunday; ABC took the rest of the week.

Although ABC had particularly poor showings on Monday (*Laverne & Shirley* opened the night at 15.9/23) and Friday (*B.A.D. Cats*, also at 8 p.m., only a 14.5/24), the network made an unusually strong showing in generally solid CBS Sunday turf.

Heavily promoted and with a *Pro Bowl* lead-in boost (23.6/37 from 7 to 7:10 p.m.), ABC pulled a 23.7/34 to CBS's 25.3/37.3 for its tough line-up of *60 Minutes*, *Archie Bunker's Place*, *One Day At a Time*, *Alice*, *The Jeffersons*, and *Trapper John M.D.* ABC's *Galactica 1980* scored a 21.5/31, followed by the two-hour movie premiere of *Tenspeed and Brown Shoe* (25.4/36), then a Donna Summer special (21.7/37).

That left NBC out in the cold for Disney's "The Computer Wore Tennis Shoes" (16.9/24) and the opening episode of *The Martian Chronicles* miniseries (18.8/27). A Republican response to President Carter's state of the union address was sustaining on NBC at 10-10:30 p.m. (as was the address itself on all three networks Wednesday at 9 p.m.). And the lowest-rated program of the week was a *LaRouche for President* paid political half-hour that followed at 10:30 p.m.

Elsewhere, ABC's premiere of *Good Time Girls* on Tuesday, sandwiched between the successful *Happy Days* and *Three's Company*, pulled a 23.2/34. The official premiere of ABC's *One in a Million* on Saturday as a lead-in drew only a 15.3/25. CBS's *The Chisolms*, also a second-season show on Saturday, managed just a 15.3/25. Both shows faced the strength of NBC's *CHiPs* (23.0/38). Other trouble spots included CBS's *Last Resort* (18.1/26) and ABC's *Stone* (16.1/23) on Monday and a two-hour episode of NBC's *Skag* on Thursday (15.7/24).

Among the week's specials, NBC's *Hope, Women and Song* with Bob Hope brought NBC a 19.1/28 on Monday, followed by a *Tom Snyder Celebrity Spotlight* that earned a 19.5/31. G.E. Theater's *Once Upon a Family* on CBS trounced NBC Theater's *Death Penalty* (23.4/35 vs. 13.5/21 on Tuesday) but ABC still won the two hours by a rating point and a half with *Three's Company*, *Taxi* and *Hart to Hart*.

On Wednesday, CBS had the *Entertainer of the Year Awards* (17.6/29) but another ceremony the following night on the same network proved more true to its name. The *People's Choice Awards* won its time period with a 24.0/38.

Bob Daly is delighted—but realistic

CBS program chief feels vindicated as his network takes over first, but he knows ABC has the Olympics coming up this month, which will not only draw viewers away, but disrupt their watching habits

The three-network prime-time television competition will loosen up in February as ABC-TV and its 13-day coverage of the winter Olympics win the month and the ratings sweeps will grow tighter through March and April, remain fairly normal in the summer and witness a fall upsurge from NBC-TV that could possibly see Fred Silverman's prediction of network leadership by Christmas come true.

That prognostication of the coming year in television was offered by Robert A. Daly, president of CBS Entertainment, perhaps the happiest man in America last week.

While basking in the afterglow of a tenth-of-a-rating-point lead in the season-to-date prime-time competition, Daly reaffirmed his belief that ABC will win the February sweeps and develop a new momentum sufficient to carry it to a narrow victory by the end of the season.

But such a sober assessment of the coming months did not keep Daly from enjoying the sweet spoils of victory or dampen his almost childish glee with winning. A bottle of wine with a ribbon around its neck stood on his desk. When he saw a

photocopy of last week's ratings report on his secretary's desk, he picked it up and asked, "You want to have this framed?" Then, pointing to the column of numbers that told the final story, he added, "Just look at that."

"If there's anything I've learned this season, it's that the viewing habit is very important," Daly told BROADCASTING last week. He cited his own network's strong line-ups of regular series on Monday, Friday and Sunday nights as the key elements of CBS's resurgence, as well as ABC's much-publicized shuffling of its regular programs as substantiating that belief. It is Daly's contention that CBS reinforced its viewers' television habits while ABC disrupted those of its regular audience. The result, he indicated, was ABC's weakening and CBS's growing strength.

"NBC helped us," he added—especially on Wednesday night. Although hardly a CBS stronghold, NBC's *Real People-Different Strokes* block (8-9:30 NYT) served to blunt a traditionally strong ABC schedule—resulting in a further weakening of the former leading network.

It is hardly a secret in the programming world that ABC's Olympics coverage this month is likely to carry that network to a sweeps victory. But Daly sees the almost two weeks of coverage as having a long-range advantage for the competition as well. Not only will ABC be getting the viewing numbers and have ample promo-



tional opportunities through the period, he noted, but it will also be disrupting the viewing habits of the competitions' audiences. "The Olympics could stop our momentum for a couple of weeks," he said. "It will knock us down for the month of February. And it will take us a few weeks to come back."

Furthermore, a number of new pro-

InBrief

RCA-CIT \$1.35-billion merger was consummated last week after stockholders of both companies, meeting separately, voted overwhelmingly in favor of corporate marriage. Related proposal to increase authorized number of RCA common shares by 25 million and establish new class of preference share in same number was also OK'd. Also at RCA meeting, Chairman Edgar Griffiths **defended performance of Fred Silverman** and said NBC president needs "all the support and cooperation possible from shareholders."

UPI, unable to find broadcasters and newspapers willing to buy specified 86%-90% of its ownership, **terminated offering but said it fully intends to remain in business** and, if anything, expand. Company, owned by E.W. Scripps Co. trust (95%) and Hearst Corp. (5%), made offering last fall in effort to stem net losses that totaled \$8.6 million for 1974-78 and reached \$1.2 million in first half of 1979 (BROADCASTING, Oct. 1, 1979). President Roderick Beaton said Friday that UPI will "firmly establish" projected pricing policies, which he estimated would increase revenues 20% and make UPI "fully sustaining." He did not rule out possibility of sale to other interests. Number of broadcast and newspaper owners reportedly agreed to take total of about 60% of offering, among them station group owners Bonneville International and Chicago Tribune Co., group of southern newspapers and Boston *Globe*. Plan offered units representing 2% ownership at \$180,000 each, with no investor to own more than five units, or 10%.

ABC-TV has purchased **11 feature films from Columbia Pictures for reported \$60 million**—believed to be highest price ever for movie package. Titles include major box-office successes: "Kramer vs. Kramer," "Chapter Two," "California Suite," "And Justice for All" and "Midnight Express" along with six others.

Annual meeting of Screen Actors Guild last week pointed up **major bone of contention** in new-contract negotiations set to start in mid-May: **videotape production, especially for home video and pay television**. Chester Migden, SAG national executive, told meeting that producers are taking position that unions will "kill new technology with their demands before it gets started." Migden said "this is sheer nonsense," but added that SAG "doesn't intend to do benefit performances." Producers, for their part, are looking both for new markets and for cheaper production methods. Also at meeting, SAG issued report that indicates that although women make up 41% of membership, they get 33% of total earnings.



Leslie

CBS last week joined other two TV network owners in creation of **Video Enterprises division** that will "manufacture, produce and market programming for the new video technologies." Unit will be part of CBS/Records Group and will have as its president **Cy Leslie**, founder and former chairman of Pickwick International, recorded music merchandiser and retailer. RCA set up SelectaVision videodisk operation last year and NBC Enterprises two weeks ago; ABC last year set up its own Video Enterprises division.

Senator Ernest Hollings (D-S.C.), chairman of Communications Subcommittee, had optimistic tone last week about prospects of **spring markup for Communications Act revisions**. In Washington speech, Hollings said disagreements between majority and minority still exist, but "it appears that a **general agreement has emerged** over the basic policy objectives." Staffs have been meeting to resolve differences and put together one bill—which will include broadcast provisions. More meetings will follow.

Live 90-minute morning talk-variety show from New York starring



grams will be coming on line at CBS immediately after the sweeps, and those, too, will take some time to get going.

Set to join the CBS schedule in March are: *Beyond Westworld* (Wednesday, 8-9); *Tumbling Buddies*, the new working title for the Norman Lear-Alex Haley hour series (Thursday, 8-9); *The Tim Conway Show* (Saturday, 8-9), and *Hagen* (Sat-

day, 10-11). The network will also begin testing *The Stockard Channing Show* (Monday, 8:30-9) and *Flo* (Monday, 9:30-10).

Daly sees the network competition tightening again toward the conclusion of the season—which he sets for April 20.

Through the summer, Daly is hoping that three of his shows will profit from repeats—as did *Dallas* last summer. Among the CBS shows he thinks may do better in the summer are *WKRP in Cincinnati*, *Trapper John, M.D.* and *The White Shadow*.

Traditionally a slow starter in the fall, CBS must “figure some way to do something better in the early part of the season,” he said. He has said before that he is considering introducing some half-hour comedies before the regular start of the new season in September. And, faced with the usual tough baseball competition, Daly is also considering starting the CBS season with three movie nights. The plan calls for dropping one movie after the *World Series* and introducing new dramatic programs then.

That scenario led Daly to comment on NBC President Fred Silverman’s much-quoted prediction that NBC will be the number-one network by Christmas. “Fred Silverman doesn’t say something unless he has something to back it up. Anything is possible for a short period of time. It is very possible if you have a seven-game *World Series*,” he said. In addition to the series, NBC is expected to run the miniseries, *Shogun*, in the early fall. (*Shogun*

could get 40-plus shares, Daly speculated.) According to Daly, with a couple of hit shows and one or two blockbuster movies, NBC could well be in the top spot by Dec. 1. Come December, however, Daly is of the opinion that regular series have to start carrying a network’s schedule. With NBC weakest in that area, Daly does not see that network’s lead holding into the first quarter of 1981.

Warner Amex lands big one: Pittsburgh

Qube-type system will be wired into 700-mile build that will pass 180,000 households

Warner Amex Cable Communications last week was given the nod to wire Pittsburgh. It marks the latest franchise plum in the expansion of Qube, Warner Amex’s interactive system born in Columbus, Ohio, and so far charted for Houston and suburban Cincinnati as well.

The system, approved by an 8-1 city council vote and then by the mayor, amounts to a 700-mile build, passing about 180,000 households. According to Gustave M. Hauser, Warner Amex’s co-chairman, president and chief executive officer, construction should run about \$25 million-\$30 million.

Seventy-eight channels will be offered to subscribers, and there also is the

David Letterman will be **launched by NBC-TV in late spring**, network told affiliates via closed-circuit last week. Yet untitled series features comedian who, as 24-time *Tonight* show guest host has been speculated to be among leading contenders to fill Johnny Carson slot should that necessity arise. Letterman show will lead into previously announced and tentatively titled *Today at Midday* half hour, meaning that at least four of NBC’s six games shows from 10 a.m.-1 p.m. will go. Bob Stewart is producing Letterman show, which will have family of regulars, band and two or three guests daily.

Newhouse Broadcasting, Syracuse, N.Y., has signed agreement to **buy 15 cable systems** in Midwest and Southwest from Daniels Properties Inc., Denver MSO. Systems will be managed and operated by Metrovision, company associated with and financially backed by Newhouse. Price was not disclosed.

Connally for President campaign will **use satellite and cable systems in nationwide fundraising effort** on Feb. 14 that Connally aides hope will produce up to \$13 million for campaign treasury. One-hour telecast—*Freedom from Crisis*—will **originate at Ted Turner superstation WTTA-TV Atlanta**, beginning at 10 p.m. And in addition to cable systems around country that are affiliated with Turner, satellite will beam program to some 20 other stations. All told, campaign aide Ben Barnes says, 75% to 80% of all markets will be covered at cost of less than \$200,000.

Mobil and TV networks were kicking shins again last week after New York O&O’s turned down ads that claimed oil company’s profits, in terms of return on investment, were less than those of any one of networks. All three said they rejected commercial in line with long-standing policies against acceptance of editorial or issue advertising; NBC went step further and accused Mobil of numbers game. Network said that “to set the Mobil argument in proper perspective, it is worth noting that Mobile’s after-tax profits in 1978 were more than one-third greater than

the total pre-tax profits of the three network companies combined.” NBC executive said this referred to Mobil’s oil-related profits and network companies’ profits from broadcasting. Ad was placed on Metromedia’s WNEW-TV New York and KTTV-TV Los Angeles, both independents, and WJLA-TV Washington, ABC affiliate, where it ran last week.

Senate Subcommittee on the Constitution last week approved **legislation that would overturn Supreme Court “Stanford Daily” decision** which gives police broad authority to search newsrooms. Bill is similar to that proposed by Carter Administration, which restricts searches of files of journalists, scholars and filmmakers. Subcommittee will consider further amendments on bill this week; additional amendments will also be considered after full Judiciary Committee holds hearings. House subcommittee, meanwhile, will consider similar bill this Thursday (Feb. 7).

ABC said that with ratings win for week ended Jan. 25 its **“Good Morning America” had for first time topped NBC-TV’s “Today” two weeks in row**. It had previously won two individual weeks, once in May 1979 and once in August 1979. For week ended Jan. 25, ABC said, *GMA* had 5.3 rating and 29 share, *Today* 5.1 rating and 28 share; for week ended Jan. 18, it was *GMA* 4.8/28, *Today* 4.6/27. Two-tenths of rating point was also *GMA*’s biggest win ever.

Bernard Mann, of WOKX(AM) High Point, N.C., has withdrawn as candidate for NAB radio board (District 4) in **policy protest** over association’s stand on radio deregulation, failure to support RAB’s “Radio Is Red Hot” campaign and lack of definitive stand on 9 khz AM separation issue.

Allan D. Yasnyi has resigned as chief executive officer of QM Productions, Los Angeles, subsidiary of Taft Broadcasting Co., but will remain as chairman until next July 1. **Merrill H. Karpf**, QM’s president and chief operating officer, becomes chief operating/executive officer.

capacity of another 40 for institutional use. Subscribers will have five service options, ranging in price from \$5.31 to \$9.45 per month including both two-way Qube and home security options.

Aside from Warner, the bidders that made it to final contention included the nation's largest multiple system operators.

Offering interactive systems as well were Teleprompter, working with the smaller Comcast Inc.; Time Inc.'s American Television & Communications, and Tele-Communications Inc., which was teaming with *The Pittsburgh Post-Gazette* and *The New Pittsburgh Courier* newspapers.

The approval for Pittsburgh came just short of a week after the switch was turned on in Norwood-Amberley Village, Ohio—the first link in a Warner Amex 37-community system in suburban Cincinnati. All of that area is expected to be serviced by 1981, with two-way service expected to become available next spring. Elsewhere, the wiring of Houston already has begun.

Qube was first launched in Columbus on Dec. 1, 1977.

Suddenly, it's all debatable

Momentum gathers behind efforts to hold series of 'forums' for presidential candidates; Reagan decides to face opposition in S.C.; League of Women Voters announces plans for caucuses, primaries

The way things were developing last week, there may be more presidential candidate "forums" between now and November than there are presidential candidates.

The League of Women Voters announced plans for the first of the presidential forums it plans to hold throughout the primary season, while the University of South Carolina was the first to announce an acceptance by Ronald Reagan of an invitation to participate in such an affair.

The announcements regarding the forums indicate the interest on the part of a host of organizations around the country in staging such confrontations, and the willingness—even eagerness—of the candidates to put their forensic abilities and political charms on display in affairs that will receive national media attention. The commercial networks will cover the forums announced last week at least as news events for pieces on their morning news shows; the Public Broadcasting Service will cover the Columbia, S.C., event live but has not yet received a proposal from a member station regarding coverage of the first league forum.

The league's forum will be held in a high school auditorium in Manchester, N.H., on Feb. 20, six days before the state's primary. Republican presidential hopefuls who have already accepted invitations are George Bush, upset winner over Reagan in the Iowa caucuses, Senator

Howard Baker, John Connally, Senator Robert Dole, Representative Phil Crane and Representative John Anderson.

The Republican forum on the university campus in Columbia, which is being co-sponsored by the university and Columbia Newspapers Inc., publisher of *The Record* and *The State*, will be held on Feb. 28, in advance of South Carolina's first-ever Republican presidential primary, on March 8.

The league's forum could still be the first in which the two leading contenders for the Republican presidential nomination will participate. Jim Lake, Reagan's news secretary, said Reagan will participate in at least one of four debates to which he has been invited in New Hampshire, but he does not know yet which one it will be.

A meeting of Reagan and Bush seems likely in Columbia, however. Although Bush was quoted as saying only that he would "try to make" the Columbia event, Bill Rone, *The State's* editorial page editor, said Harry Dent, one of Bush's principal representatives, said Bush would appear.

Besides Reagan and Bush, commitments have been received from the camps of Baker and Connally. Rone said he was still waiting to hear from Dole, the only other major Republican candidate entered in the South Carolina primary.

Reagan's first decision to participate in a forum was surprising only in that it did not involve the league's forum. The former California governor had made it clear after his defeat in Iowa that he was scrapping his tactic of avoiding confrontations with other Republican candidates. His refusal to participate in the Des Moines forum was considered by many as a factor in his defeat.

In Columbia, the candidates will be questioned by a panel of three or more journalists—the format was not completely set last week, nor had any of the reporters been picked. The forum will begin at 9 p.m. and run for 90 minutes.

The league's 90-minute forum, which

will start at 3:30 p.m., bears an even closer resemblance to the one in Des Moines. After questions from a panel of journalists, the candidates will take questions from members of the audience for 30 minutes.

Among the other organizations planning a debate in New Hampshire is the *Nashua Telegraph*. It has invited Reagan and Bush to participate in a head-to-head encounter before the primary. Bush has

accepted, but, so far, Reagan has not.

While the Republicans have their traveling act together, the Dem-

ocrats do not. President Carter, ahead in the polls and savoring a major victory in the Iowa caucuses, continued to brush aside invitations to participate in forums with his challengers—Senator Edward M. Kennedy and Governor Edmund G. (Jerry) Brown of California—because, he says, of the international crises in Iran and Afghanistan. And without his appearance, there will be no Democratic presidential forums to go to with the Republican events in Manchester or Columbia. The league has scheduled a Democratic forum on Feb. 19, and the university and the Columbia newspapers have invited the Democratic candidates to participate in a joint appearance on March 7, in advance of the Democratic caucuses on March 15.

Kennedy, now trailing badly in the contest for the presidential nomination, attempted last week to pressure the President into a "joint discussion" at the meeting of the Consumer Federation of America on Feb. 7, in Washington. The senator sent the President a letter suggesting the assembly would provide an appropriate setting for the "joint discussion" that had been planned for early in January—a reference to the Democratic forum in Des Moines that was cancelled when the President withdrew from a scheduled appearance. The White House rejected the suggestion, saying the appearance would be "political" and that the international situation remained his prime concern.

Campaign 1980

Black knights about in Camelot?

Networks criticized in 'Post' for heavy-handed coverage of Kennedy while going easy on Carter; journalists defend their reports as accurate, relevant

The television network news operations, which have been criticized by some at least since the days of Spiro Agnew as being part of the Eastern liberal establishment, last week were accused of being unfair to Ted Kennedy—a member of that establishment if anyone is. And the criticism, to compound the irony, was published in the *Washington Post*.

Kennedy is not only running for the presidential nomination against an incumbent President, wrote television critic Tom

Shales, "he has had to run against all three television networks." That was for openers. His kicker was to dismiss what he said was the networks' contention that they don't need the fairness doctrine: "Like hell we should trust them to be fair."

The piece, not surprisingly, drew denials from news executives at the three networks. "I don't think we have been unfair or unpleasant to Ted Kennedy," said Richard Wald, senior vice president of ABC News. "I've been pleased with our coverage," said CBS News Vice President Burton [Bud] Benjamin. "We're not trying to help or savage anybody." And Lester Crystal, NBC News senior executive producer, after reviewing NBC coverage of

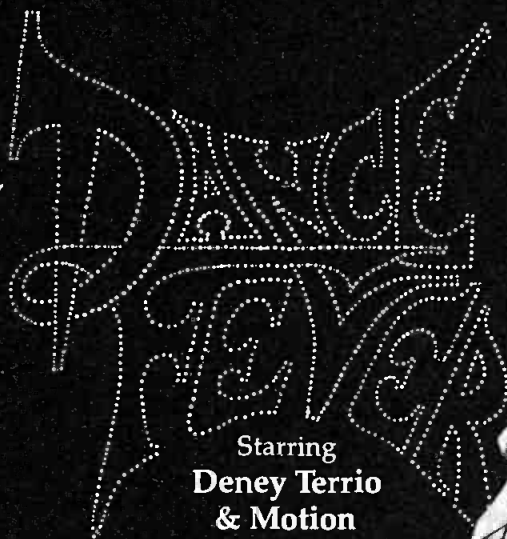
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the campaign, said, "We have not been unfair to [Kennedy]. It's no coincidence Shales didn't mention NBC."

The piece was not heavily bolstered by specifics. But most of those cited referred to one of the CBS correspondents covering Kennedy—"exhibitionistically scrappy Phil Jones." Shales had remarked on Jones's "crack" regarding Kennedy's use of a teleprompter in the Georgetown speech last week. Jones said the reference was appropriate in view of the increasing comment that Kennedy has not performed as well as expected on the stump. In his use of the teleprompter, Jones said, Kennedy seemed "wooden."

But an important point Shales overlooked, in Jones's view, was that the piece on the Georgetown speech ran three and a half minutes (most of it taped excerpts) and led the CBS *Evening News*. "It was a major speech and I was told to take the time I needed." The reference to the teleprompter, Jones noted, took two seconds.

But if Jones was not apologizing, ABC was confessing at least an error in timing during Kennedy's appearance on *Issues and Answers* on Jan. 20. With some 40 seconds remaining in the program, Bob Clark brought up the controversial and complicated issue of Chappaquiddick. Shales reported that *Issues and Answers* producer Peggy Whedon said, "We felt very bad about it." And Wald last week said the timing of the question "was stupid of us. But it was not part of any ABC pattern."

Shales was not concerned only with what he saw as anti-Kennedy bias. He also contended the networks were taking it easy on Carter. An anonymous network newsman is quoted as saying that "while TV has been beating up on Kennedy, there's been almost benign neglect of Carter ... The networks have gone right along with [Carter's] Rose Garden strategy."

To some observers, including those involved in the controversy, the high expectations that attended Kennedy's entry into the contest for the presidential nomination are a factor in the kind of coverage the campaign is receiving. To a great degree, the media bear responsibility for those expectations. But, NBC's Crystal said: "Kennedy didn't do anything to diminish them. He toyed publicly with the speculation about running, and let politicians talk about him as a potential candidate. So he set very high expectations." And a consequence, he added, was that "the focus and organization of his campaign were not ready" for the scrutiny they received.

How does the Kennedy campaign react to the coverage it has received?

One spokesperson said there has been some "concern" about the coverage. And another said that the Shales piece was read in Kennedy headquarters "with a sense of recognition and interest." But, she added, "the senator has been in politics a long time, and has had both a good and bad press."

Westinghouse escapes RKO's fate at FCC

Sauce for one's goose not appropriate for the other's gander, commission rules in reaffirming KPIX renewal

The FCC's 4-3 decision to take the licenses of three RKO General television stations in Boston, New York and Los Angeles (BROADCASTING, Jan. 28) was still making waves last week, although neither the parties nor interested observers were able to make their next moves in the absence of the FCC's official order in the case. That's still several weeks away.

In the meantime, the FCC last Wednesday reaffirmed its November 1979 order renewing the license of Westinghouse Broadcasting's KPIX(TV) San Francisco, denying a petition for reconsideration charging that the company was unfit to be a licensee because of criminal misconduct of its parent, Westinghouse Electric. In granting KPIX's renewal, the commission sought to put as much distance as possible between that situation and RKO's.

The petition contesting the FCC's decision to renew KPIX's license was filed by Community Coalition for Media Change, which also contested the original renewal. CCMC charged that the illegal foreign bribes of which the parent corporation had been convicted demonstrate that Westinghouse Broadcasting is unfit to be a licensee. The FCC Broadcast Bureau, however, said that it could not establish that "misconduct evidenced any likelihood of similar misconduct by the licensee," since the licensee operates autonomously.

The commission majority that voted against RKO on Jan. 24—Chairman Charles Ferris and Commissioners Anne Jones, Tyrone Brown and Joseph Fogarty—focused on that point in the Westinghouse case. Ferris asked for assurance that there was no attribution of illegal action that could link the parent to the licensee. The staff replied that the Westinghouse Electric field marketing employee actually responsible for the wrongdoing was so far removed from Westinghouse Broadcasting that there was no evidence of a link.

Brown said it was important to him, in looking at the staff's recommendation, that the FCC was "looking at people responsible for the licensee, and the people who actually control the licensee," and that the parent was not involved in wrongdoing per se—that it was merely an isolated incident.

Jones said it was only important for her to establish the fact that the broadcast licensee was separate from the parent. Commissioner James Quello, who had termed the RKO decision "bureaucratic overkill," said that Westinghouse has a "good, fine" reputation as a broadcast

licensee, and that "this should count for something."

Once the commission reaffirmed KPIX's renewal, it then voted to grant the assignment of Taft Broadcasting's KODA-FM Houston to Westinghouse Broadcasting. The outstanding issue in that case was whether a federal price-fixing investigation of three VHF stations in Pittsburgh had any effect on Westinghouse as to its qualifications to acquire KODA-FM. Westinghouse's KDKA-TV is involved in the case, now before a grand jury. Westinghouse volunteered information about the investigation in its assignment application. The staff recommended the transfer, claiming that a grand jury investigation is not sufficient evidence of wrongdoing.

Westinghouse's good news did nothing to dispel RKO's gloom. Indeed, the week passed without any significant rallying of the industry to RKO's side. Most Washington communications sources were keeping their own counsel on the case—the National Association of Broadcasters, for example, saying it wanted to see the FCC's specific language before deciding what to do—but the seriousness of the charges involved was giving pause to would-be defenders. "None of us wants to get into the business of defending a wrongdoer," is the way one prominent Washington insider put it. "In defending the worst among us, we all lose," said another.

The *Wall Street Journal*, however, in an editorial last Friday, said "business ethics of course need to be policed, but the General Tire problems have been dealt with adequately by the appropriate agencies." Commenting on what it says is the FCC's inconsistent policy on character issues, the *Journal* added that "in any event, such offenses strike us as small beer, and on alternate days the FCC itself seems to agree. This week it approved licenses for Westinghouse Broadcasting, a subsidiary of Westinghouse Electric. Back about the time General Tire was twisting the arms of a few advertisers, Westinghouse was involved in the notorious electrical price-fixing case. In 1978, Westinghouse entered a guilty plea for failing to disclose \$323,000 in foreign payments. Yet Westinghouse is qualified to continue in the broadcast business but RKO is not."

The issue of licensee character is one that will continue to trouble the FCC—including some who voted with the majority against RKO. Fogarty and Jones have pressed repeatedly for a policy statement by which the commission can judge the character issue on a consistent basis. In a concurring statement issued Jan. 17, following a closed commission meeting on competing applicants for a land mobile radio service in Houston, they said: "We continue to believe that there is an imperative need for the commission to review and clarify certain of its procedural and substantive policies concerning licensee character qualifications."



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San Diego



Republicans buy time to sell themselves

Two party committees are spending \$5 million to promote candidates in congressional races; target is on young voters

The Republican party has begun its own form of educational television. It involves a \$5-million curriculum of television spots aimed at educating voters to the reasons for voting Republican in the congressional elections next fall. Democrats, the initial batch of spots will stress, have been in control of Congress for 25 years and are responsible for the inflation and the energy problems plaguing the country. The theme: "Vote Republican. For a change."

The campaign, which will run through June, is the joint product of the Republican National Committee and the National Republican Congressional Committee, and their respective chairmen, former Senator Bill Brock (R-Tenn.) and Representative Guy Vander Jagt (R-Mich.), held a news conference in the Capitol last Tuesday to announce it.

They said the project's primary target is 50 million young Americans who surveys have found do not vote. They are not young people who have been turned off to politics by Watergate and Vietnam, said Brock, but rather by the feeling that politics "don't make any difference."

"Today," said Vander Jagt, "we are launching the most comprehensive program in America's history to convince these young Americans that the American dream is not dead."

Television will not be the only instrument used by the committees. They will dispatch Republican spokesmen, have "Republican experts" write op ed pieces

for newspapers and submit material to newspaper editorial writers and broadcast news editors.

The project was conceived five years ago, and has been under study and in preparation ever since. But it was the success of a similar advertising campaign last year in Great Britain by the Conservative Party that, Brock acknowledged, "gave us a sense of excitement" regarding the concept. It "taught us you can use television for an educational campaign."

The Republicans, who are budgeting \$4 million for television time, and \$1 million for production and associated costs, including follow-up research, opened the campaign on CBS on Saturday night, with a spot that ran in the movie. Another spot is scheduled for tonight, in *Lou Grant*. But it will not be until Monday, Feb. 11, at 10:55 p.m., that the campaign will get a major push nationally, with a five-minute program on ABC. As the camera pans vistas of American splendor, the piece sounds the themes that will be repeated in the campaign. A voiceover speaks of "America the beautiful," blames Democratic Congresses over the past 25 years for inflation and the energy crisis, and says Republicans will "cut wasteful spending ... cut taxes, end inflation [and] restore our hope ..."

The program will be repeated on ABC on Feb. 29, but the GOP has had its troubles with the networks. ABC was unable to accommodate the five-minute piece on Feb. 4, and CBS turned down a request for time for the program that night; it cited a policy against selling such time to political parties except for use by candidates. And NBC refused to sell time for the spots because it regarded the subject matter as controversial and "best treated in the context of news and public affairs programs." It also expressed concern over the possibility it might be required under the fairness doctrine to make time available at no cost to spokesmen for contrasting views.

The first round of spots begins airing

locally this week in 47 markets that include 300 of the nation's 435 congressional districts: (GOP officials declined to disclose the stations or markets involved, but said they were chosen with an eye to reaching those 50 million young Americans who, they say, do not vote.) The spots will run through February and are, said Vander Jagt, "tough" in their denunciation of Democratic policies. A second round of spots, containing Republican answers to the problems being discussed, will run from April into June.

The Republican committees do not plan to run the commercials in the fall. But Republican candidates will be encouraged to use them in their campaigns against Democratic incumbents.

One 60-second spot from the first batch has already attracted the attention of previewers. It contains an actor, Ed Steffey, portraying a congressman who bears a striking resemblance to bulky, white-haired House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.).

The "congressman" is seen driving a limousine, brushing off warnings of a passenger that the car is "running out of gas," while a voiceover blames the Democrats for ignoring warnings of an impending energy crisis. Finally, the car does run out of gas, and the voiceover intones, "The Democrats are out of gas. We need new ideas."

Was the casting of Steffey influenced by his resemblance to O'Neill? Absolutely. "He's a terrific character" for the representation of the Democrats in Congress, said Vander Jagt.

(Later, O'Neill, shown a photograph of Steffey in a scene from the spot, looked at it a long moment, then agreed, "It's an Irish kisser." But later he said, "I'm a much handsomer man." As for the Republicans' use of his lookalike he shrugged that off with, "I'm delighted that they run against me rather than some of my members.")

Another spot shows a man holding a dollar bill that shrinks in size almost to the size of a postage stamp, with a value of 36 cents. The voiceover calls it "the Demo-



Brock and Vander Jagt



The Republican's spot

HOW THE WEST WAS WON

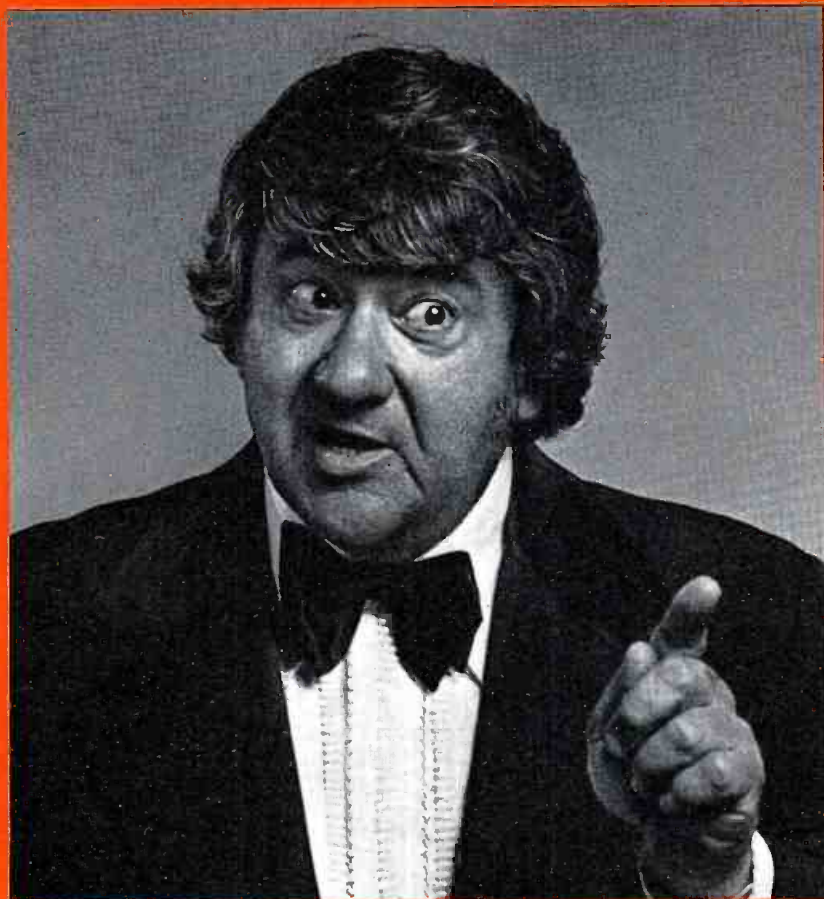
21 two-hour episodes
Starring James Arness, Fionnula Flanagan
and Bruce Boxleitner.



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crat commemorative dollar" that commemorates "the 25 years that the Democrats have controlled our Congresses and our economy."

A third spot shown in 60- and 30-second versions, presents a man stripping dollar bills out of packets of currency as a voiceover says: "Want to see the last of the big-time spenders? Meet the Democrat-controlled Congress. They're spending money at the rate of a million dollars a minute."

A fourth spot is particularly designed for the young audience the Republicans are out to attract. In 30 seconds, it shows a boy growing from 5 years of age into manhood during 25 years of Democratic control of the Congress, as the voiceover speaks of the Democrats "spending more than we could afford."

Finally, the young man, who by the end of the spot has a wife and family, says, "We're voting Republican." "For a change," adds his wife.

The ads are the work of the Boston advertising agency of Humphrey, Browning and McDougall. And the program is being coordinated for the two committees by Jim Killough, director of the Republican Marketing Group.

The Democrats do not plan a similar campaign. Robert Neuman, director of communications for the Democratic National Committee, expressed doubts about the effectiveness of such an effort. "I don't think the voters with set patterns will have their political ideas marketed like toilet paper," he said. "They can't see someone saying: 'Please don't squeeze the budget.'"

The "Vote Republican. For a change" campaign does not mark the first time the Republicans used the media in an effort to promote the election of a Republican Congress. That was in 1946, when Republicans mounted their "Had enough?" project. It helped the party regain control of Congress—but the 80th became the "do nothing" Congress that Harry Truman ran against two years later in his upset win over Republican Thomas E. Dewey.

Making ready to make up for the Olympics

NBC says it has the programing to fill any gap; advertisers prepare alternative spots, plan for different scheduling

"Contingencies" was the watchword for those advertisers willing to discuss the possibility of a cancellation or U.S. boycott of the Moscow Olympics. With what might be considered exceptional foresight in other industries, a number of the commercials being written or produced for airing during the summer Olympics had alternate versions that could be used without mentioning the games.

Life Savers, for example, whose spots with marathoner Bill Rodgers have already been filmed, can easily substitute "over the next hill" for "Moscow" in a segment where Rodgers, speeding down a road, tells a fellow runner his destination.

But then, as another advertiser pointed out, "In advertising, you always have contingencies."

Some firms, like Coca-Cola, aren't commenting on the situation at this time; that company is waiting for NBC to make the first move.

For its part, the network has adopted a wait-and-see attitude. As of last week, no advertisers had asked to be released from Olympics commitments.

According to one source, if the Moscow games fall through, NBC would "at the appropriate moment" sit down with advertisers to discuss their short-range marketing plans and how "NBC might help them to re-express their commitments in other programing forms."

Levi Strauss, which had planned an \$8-million campaign for its Active-wear line that was loosely tied to the Olympics, doubts it will spend the full amount if

there is no Moscow coverage; the company has determined to "support the President's decision, whatever that may be." Still, by cutting the tag line identifying Levi's as the "outfitters of the United States Olympic team," the Levi spots, some of which are already being aired, could be shifted to other formats.

Miller, the exclusive beer sponsor, and Toyota, the only automaker advertising so far on the summer games, are both waiting for "official announcements" before commenting on the matter. Similarly, Kodak is "looking at the situation," but feels there "isn't too much that can be said" while things remain "pure speculation."

Miles Laboratories isn't overly worried about the financial impact of a games boycott; the company has an insurance package from Lloyd's of London that would cover production costs already incurred for summer Olympics spots as well as the "substantial" contribution the company made to the organizing committee. The company would be out the money it may have to spend to redub some of the Sammy Davis Jr./Speedy Alka-Seltzer commercials planned for broadcast during next month's Lake Placid winter Olympics coverage. One set of those spots has Sammy and Speedy packing their bags for the trip to Moscow and the next Olympics.

While NBC is giving assurances that it will be able to fill the 150 hours of programing the Olympics have been scheduled to provide, advertisers that bought the Olympics aren't indicating that they'll necessarily be ready to fill all the commercial minutes if the games don't come off.

Gillette is "certainly very sympathetic to NBC's position," and "will unquestionably try to help them out," a spokesman said. But that company can't say definitely at this point just what it would do.

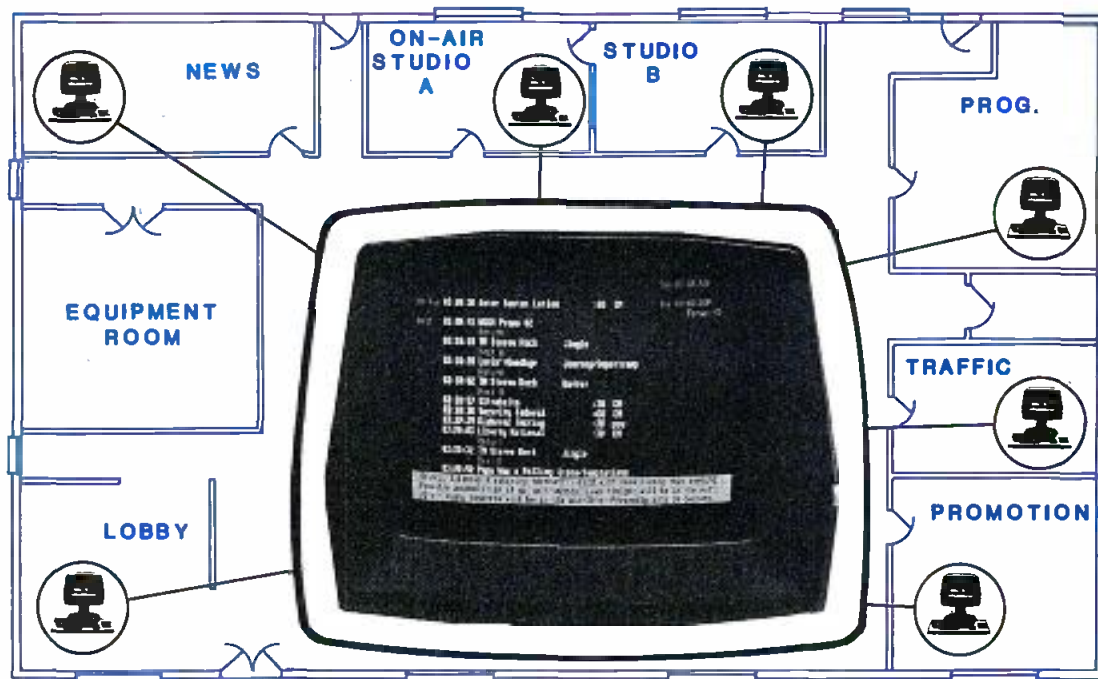
Life Savers remains "dedicated to television" but would be looking for "quality media in July and August" should the summer games collapse, and

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change				Per Share	Year earlier		
			% Change	Net Income	% Change			Revenues	Net Income	Per Share
Adams-Russell.....	3 mo. 12/30/79	\$7,968,000	+24.5	\$529,000	+44.5	.29		\$6,397,000	\$366,000	.21
Chuck Barris Productions.....	6 mo. 11/30/79	31,038,000	+44.3	5,967,000	+57.0	.95		21,513,000	3,800,000	.60
Cablecom-General.....	year 11/30/79	37,384,122	+11.1	4,971,271	+ 7.8	1.93		33,641,693	4,610,227	1.79
Chris-Craft Industries.....	3 mo. 11/30/79	28,884,000	+ 6.0	2,182,000	- 4.7	.67		27,229,000	2,228,000	.51
Farinon Corp.....	9 mo. 12/31/79	76,990,000	+19.8	3,205,000	-13.2	.65		64,238,000	3,691,000	.77
Filmways.....	9 mo. 11/30/79	190,147,000	+64.3	7,168,000	+ 9.6	1.25		115,726,000	6,538,000	1.40
Harris Corp.....	6 mo. 12/28/79	525,659,000	+14.6	33,287,000	+19.0	1.27		458,554,000	27,957,000	1.10
Mervin Josephson Associates.....	6 mo. 12/31/79	19,394,200	- 0.1	2,450,800	-25.1	.95		19,403,200	3,270,800	1.28
Kansas State Network.....	3 mo. 11/30/79	5,841,000	+13.7	633,000	+ 2.5	.34		5,137,000	617,000	.33
Meredith Corp.....	6 mo. 12/31/79	170,780,000	+ 8.5	10,983,000	+44.9	3.53		157,371,000	7,577,000	2.45
A. C. Nielsen Co.....	3 mo. 11/30/79	113,127,000	+24.6	7,538,000	+46.6	.69		90,770,000	5,142,000	.47
Rollins Inc.....	6 mo. 12/31/79	187,063,576	+14.2	14,010,357	+19.6	1.04		163,732,119	11,707,069	.87
Scientific-Atlanta.....	6 mo. 12/31/79	85,972,000	+50.2	5,199,000	+51.5	1.12		57,231,000	3,431,000	.83
Scripps-Howard Broadcasting.....	year 12/31/79	69,958,353	+ 7.0	15,970,073	+10.3	6.19		65,342,624	14,470,780	5.60
Transamerica.....	year 12/31/79	4,038,628,000	+14.5	240,202,000	+14.5	3.66		3,526,529,000	209,705,000	3.17
Walt Disney Productions.....	3 mo. 12/31/79	185,483,000	+19.9	25,653,000	+42.4	.79		154,672,000	18,007,000	.56

One for all...

Harris' 9003 Program Automation System



The Harris 9003 Program Automation system can be used by everyone in your station...you can even have independent keyboard terminals.

For the news, program and traffic departments: Independent files for each department are integrated automatically by the unique MULTI-FILE™ Program Memory.

For the DJ: Song titles and artists in ordinary English (or Spanish, French, etc.) are displayed on your terminal to make the program schedule understandable to any operator. Count-down time display and capability to display three lines of copy for news bulletins or special commercial tags are also unique features.

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For engineering: High reliability, backed up with 24 hour service minimizes down time. Self-test and diagnostic programs make troubleshooting as simple as possible.

For the future: All models in the Harris 9000 series can be expanded in modular form to accommodate your increasing needs and your budget!

For more information contact: Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301, 217-222-8200.



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING



A brief editorial on a long overdue subject.

Recently, the Atlanta Public Library made an appeal for the return of books, films, recordings. All the things people had borrowed over the years and failed to return.

It was called an "amnesty" program. No overdue fines would be collected. No questions would be asked. And no one was to feel guilty.

WAGA-TV, the Storer station in Atlanta, agreed this was a subject long overdue for some public recognition. And reaction.

So as part of a total media effort, Ella Yates, Director of the Atlanta Public Library, sat at our editorial desk one day and made her friendly appeal for the mountains of material missing from the library.

The response was overwhelming. The Atlanta Library retrieved 25,027 items conservatively worth a quarter of a million dollars. Many of the items returned had been overdue for ten years or more. Some were out of print and irreplaceable.

Maybe this isn't exactly editorial material, but it says something very good about the people and their community. And the Storer stations that get involved in serving their communities.

Because the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers, and the more effective we can be for ourselves.

STORER

STORER BROADCASTING COMPANY

would not necessarily seek prime time. Miles Labs would consider what NBC has to offer, but is not committed should the Olympics not materialize.

A prevalent attitude could be summed up by the comment of one well-placed executive who thinks his company would consider what alternatives NBC had to offer—"but not if it's *Supertrain*."

American Express, which emphasizes its "right to cancel if there is no U.S. participation," also points out that its planned Olympic spots, with athletes as central figures, fall within the general context of its continuing "Do you know me?" campaign, and thus can readily be used in other formats.

TVB retailer blitz

'Persuasive medium' campaign is kicked off in 60 cities, more to come in following weeks

Retailers in some 60 markets got the word about television last Wednesday: Its audiences comprise "the largest gathering of people in all history," relying on "the most effective communications medium in all history."

The occasion was the showing of the Television Bureau of Advertising's new promotional videotape, "Television: The Persuasive Medium" (BROADCASTING, Nov. 19, 1979). TVB and station reps were hosts of retailers at showings in 12 cities, while local TVB members were hosts in the others. In all, stations in 100 or more markets are expected to show it to local advertiser groups over the next few weeks.

The presentation, narrated by actor Burgess Meredith, uses excerpts from 66 individual commercials to illustrate TV's versatility and effectiveness. It is designed so that stations, if they wish, may

substitute local commercials for some of the national spots, and a how-to segment on commercial production may be dropped out of showings to advertisers and agencies experienced in production techniques.

The presentation makes the point early that television is an effective advertising medium "in both good and difficult times." And Roger D. Rice, TVB president, emphasized the point again in closing the showing to some 300 agency and advertiser people in New York: "In good times, you *should* advertise. In bad times, you *must*."

"Television: The Persuasive Medium" was written and produced by George G. Huntington, TVB executive vice president, operations. It was taped at Teletronics International, New York, with Walter Vetter, TVB vice president for technical services, as technical director. Walter Flynn of ABC-TV Spot Sales represented the TVB National Sales Advisory Committee, and Paul Bures of KTRK-TV Houston represented the Sales Advisory Committee. In addition to Burgess as narrator, it features Linda Watkins, who has played in a wide range of commercials, as representative of the TV viewer.

Air Time buys air time

Syndicator pushes its barter offerings via radio spots in New York and Chicago

Air Time International, on the hunt for national advertisers for an inventory of barter TV programs, will take its sales pitch to radio next month.

Beginning Feb. 6, six radio stations in New York and six in Chicago will carry 30- and 60-second spots that open, "Are you an advertiser? Do you buy network TV? Then you should know about Air Time International's innovative approach to syn-

dication..."

While magazines have been using the broadcast media to attract advertisers, ATI claims this may be the first such effort by a television distributor. In perspective, it may not be so unusual for ATI to be purchasing time; its parent, Air Time Inc., is a media marketing and buying service. The spots are expected to run at least two weeks.

ATI is offering more than 100 hours of barter fare (the company prefers the tag "advertiser-supported"), ranging from the off-network *Sonny and Cher Comedy Hour* to the *Miss World Contest*.

Key is the early-evening strip, *Fantasies Fulfilled*, a new half-hour Ralph Edwards-Stu Billett production. Characterized by ATI President Fred Weiner as a cross between *Fantasy Island* and *Real People*, the program provides dreams-come-true for celebrities like Walter Matthau (who gets to announce a horse race from Santa Anita) and members of the general public (such as the woman who gets to tango with Caesar Romero). Game show elements also are included, such as comedy interviews with contestants. Jim McKrell is host.

Whether ATI's fantasy will be fulfilled depends on station reaction to a barter strip where two of every six daily advertising minutes will be taken for national advertising.

Barter continues to be tough going for strips but Air Time is counting on a growing station rejection of escalating cash deals elsewhere.

And although 1980 advertising sales will have the advantage of election year spot buys, perhaps making stations hesitant to give up commercial time, Weiner pointed out that *Fantasies* would not premiere until September, with the campaign spot trail over in a matter of weeks.

From the advertiser perspective, he expects that rising network costs will lead more buyers into barter.

Aside from *Fantasies*, *Sonny and Cher* (26 hours), and *Miss World* (hour), other properties in ATI's barter line-up are *Race for the White House* (four hours); *World Championship Tennis* (39 hours); *1980 Disco Music Awards* (two-hour special); *The Roots of Rock 'n' Roll* (two hour special); *MVP... 1980 World Series Edition* (90-minute baseball "roast"); *Giselle* (two-hour ballet), and *The World's Largest Indoor Country Music Show* (two-hour).

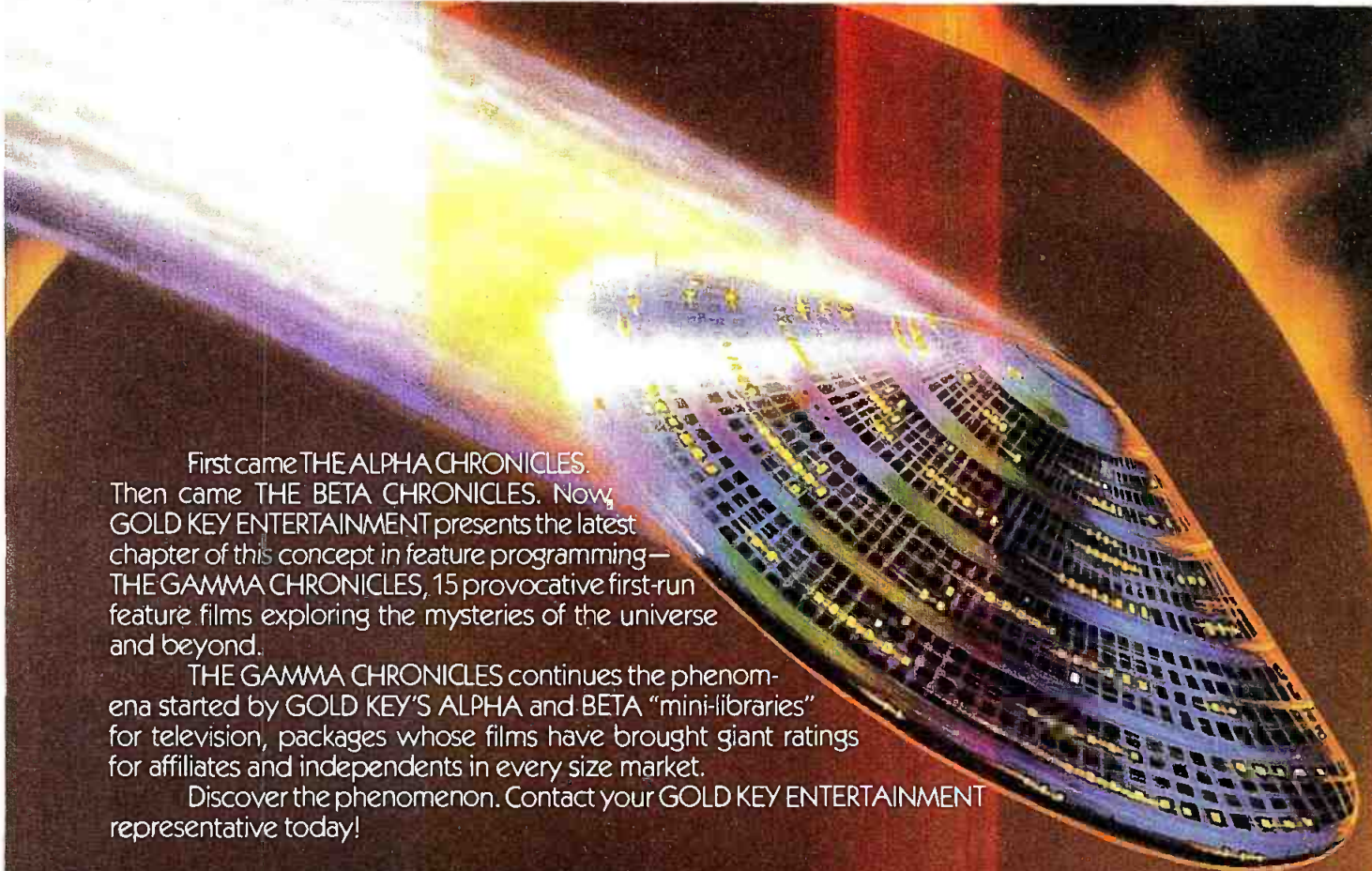
Bank to try out two-way phone system in Columbus

Will the town be big enough for the two of them? This fall, another interactive video system is slated for testing in Columbus, Ohio, where Warner Cable (now Warner Amex Cable) poured sizable amounts of cash and expertise into the start of its Qube two-way system.

The new venture will be a telephone-linked interactive information system that uses an adapter to display readouts on the



Friendly persuasion. Talking retail advertising at the New York edition of TVB's presentations last week were (l-r): Thomas McGoldrick, vice president-sales, TVB; D. James Duffey, vice president, sales promotion, Allied Stores Marketing Corp.; Roger D. Rice, president, TVB, and John Lucas, advertising manager, J.C. Penney Co. The presentation was held at the Starlight Roof of the Waldorf Astoria.



First came THE ALPHA CHRONICLES.
Then came THE BETA CHRONICLES. Now,
GOLD KEY ENTERTAINMENT presents the latest
chapter of this concept in feature programming—
THE GAMMA CHRONICLES, 15 provocative first-run
feature films exploring the mysteries of the universe
and beyond.

THE GAMMA CHRONICLES continues the phenom-
ena started by GOLD KEY'S ALPHA and BETA "mini-libraries"
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Discover the phenomenon. Contact your GOLD KEY ENTERTAINMENT
representative today!

THE GAMMA CHRONICLES

Titles include: "Target—Earth?," "Aliens From Spaceship Earth," "UFO-Exclusive," "Amazing World of Ghosts,"
"Death—The Ultimate Mystery," "Are We Alone in the Universe?," "Bigfoot—The Legend Lives" and more.

THE PHENOMENON CONTINUES



GOLD KEY ENTERTAINMENT

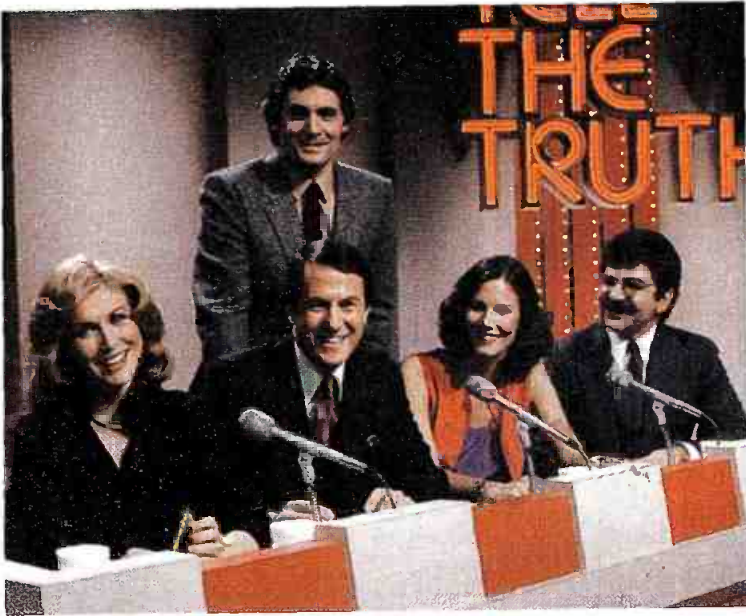
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from Goodson-Todman!
Based on
their greatest
format ever!

“ToTel”



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**Out in front
at the NATPE!**
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SAN FRANCISCO HILTON

the Truth"

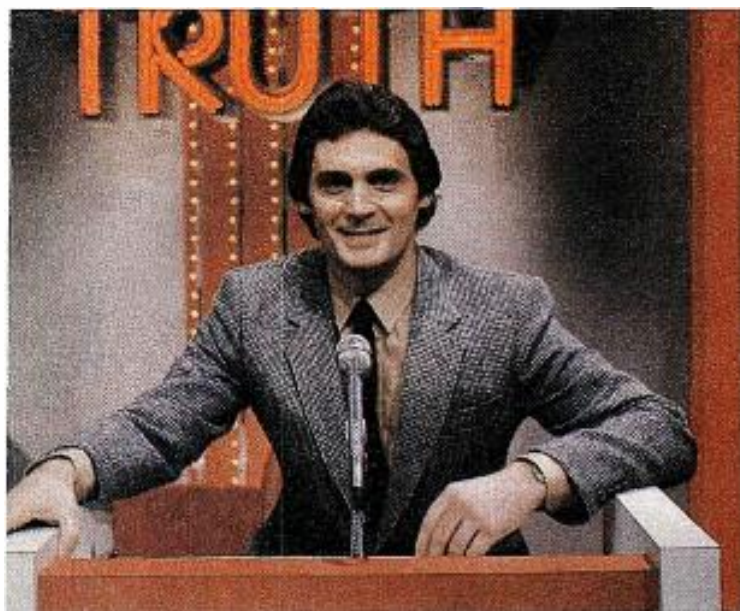



The super-charged new "Truth" is geared to a new generation of young adults. And to the changing lifestyles and interests of a new decade.

It introduces a magnetic new host, Robin Ward! Hand picked by Goodson-Todman, the same host-makers who developed Garry Moore, Gene Rayburn, Richard Dawson, John Charles Daly and Bill Cullen as star hosts.

Variety says, "First indications among tv-rep programmers in New York is that "Truth" could end up as the most formidable of the new game show strips."

Stay a step ahead of the game with a call to Viacom today. Pilot screenings are available. Start date is September 1980.





The West Coast's most complete
Creative Center. Everything you
need to turn the tide in your favor.
Catch the New Wave to success.

Total Image Concepts

Complete Marketing Plans

- ☐ Radio ☐ TV ☐ Financial
- ☐ Newspapers ☐ Cable

Radio Formats

- ☐ Beautiful ☐ MOR ☐ Country
- ☐ Adult Contemporary ☐ Hit Rock
- ☐ Mellow Rock ☐ Country/MOR

ID Packages

- ☐ Radio ☐ TV ☐ Cable
- ☐ Custom ☐ Syndicated

Commercials

- ☐ Radio ☐ TV
- ☐ Custom ☐ Syndicated

Graphics

- ☐ Logo Design
- ☐ Print/Outdoor Graphics

Video

- ☐ Post Production Center (soon)
- ☐ Animation

Cinematography

- ☐ Location Shooting

Sunsound Recording Studios

- ☐ 24 Track 30' x 40' Studio
- ☐ State of the Art Equipment

Music

- ☐ Producers ☐ Arrangers
- ☐ Musicians

Consultation

- ☐ Programming ☐ Promotion
- ☐ Sales ☐ Management

The New Wave in Broadcast Marketing



Peters Productions Inc.

Peters Creative Center
9590 Chesapeake Drive
San Diego, California 92123
(714) 565-8511

home television screen. It is being developed by two Columbus-based concerns, a bank holding company, Banc One, and OCLC Inc., a major supplier of computer services to libraries across the country. A principal feature of the new system, as the Banc One participation suggests, is that customers will be able to obtain details of their bills and bank accounts through the system. Deposits and cash withdrawals can't be accommodated, although bills could be paid electronically.

Why telephone interactive in the city wired for Qube? According to John Russell of Banc One, that company has been looking at the potential for home banking since 1972, and "spent a lot of time" talking with Qube representatives. However, at that time Warner was concentrating on entertainment and was not ready to proceed with such a development as home banking, he said. Banc One and OCLC then got together to prepare the new system, which is scheduled to begin testing with about 200 families in October. This all took place before the announcement in September that American Express was buying half of Warner Cable for \$175 million.

Satcom, Olympics drop in bucket for Lloyd's

Giant insurance clearinghouse hardly bats an eye at multimillion-dollar claims

With the loss of RCA's Satcom III and the possible U.S. boycott of the Moscow Olympics, attention has been drawn to Lloyd's of London, the famous insurance clearing house, through which the satellite and the coverage of the Olympics are insured.

Something is insured through Lloyd's, not by it: For Lloyd's is not an insurance company, it is a marketplace where private individuals take on risks of every kind in exchange for a premium. According to Lloyd's spokesman John Davies, there are 18,000 members, divided into 403 syndicates.

Each syndicate has a desk and benches in the huge trading floor in the center of London's financial district. Brokers come to the floor looking for a syndicate to take on a risk. The accepting syndicate will then look for other syndicates to take part as well, so that no single group holds more than 2%-3% of any single liability.

In the case of Satcom III, the total insured value was \$77 million, sold in various markets by C. T. Bowring, the second largest broker at Lloyd's. Chris Cooke, agent for Bowring, said just under \$20 million was taken on by Lloyd's underwriters. Davies said the Satcom claim will "obviously be a major loss, but nothing extraordinary." Cooke said that RCA had not yet submitted its claim, but was in the process of gathering proof of the loss.

Davies said the exact details of the

BottomLine

More Taft common. Taft Broadcasting last week said it will register with Securities and Exchange Commission for issuance in early March of 750,000 new shares of common stock. Based on Taft's closing price of 31½ Wednesday (Jan. 30), that would make offering worth \$23.6 million. Company said proceeds will be applied to working capital and to expand operations that include broadcasting and TV production. Taft also said it may make secondary offering of some unregistered shares in private hands. Cincinnati-based Taft now has about 8.5 million shares outstanding.

Up the costs. Pending outcome of CBS's already 10-year-old suit for "per-use" music licenses, federal district court in New York has raised CBS's annual interim fee payable to Broadcast Music Inc. to \$2.6 million, bringing it into line with those paid by ABC (\$2.6 million) and NBC (\$2.656 million). CBS had been paying \$1.7 million. Court, acting on BMI motion, said BMI had "borne the burden of a freeze since 1970" and it was only fair that burden now be assumed by CBS, "which has been the loser [in lawsuit], at least so far." Court conditioned its ruling on BMI demonstrating its ability to make repayment if it ultimately loses case. BMI officials said this would be no problem. Suit is now back in U.S. Court of Appeals, sent there by Supreme Court in overturning lower court ruling that, as CBS had contended, blanket music licenses offered networks by BMI and American Society of Composers, Authors and Publishers are per se violations of antitrust laws (BROADCASTING, April 23, 1979).

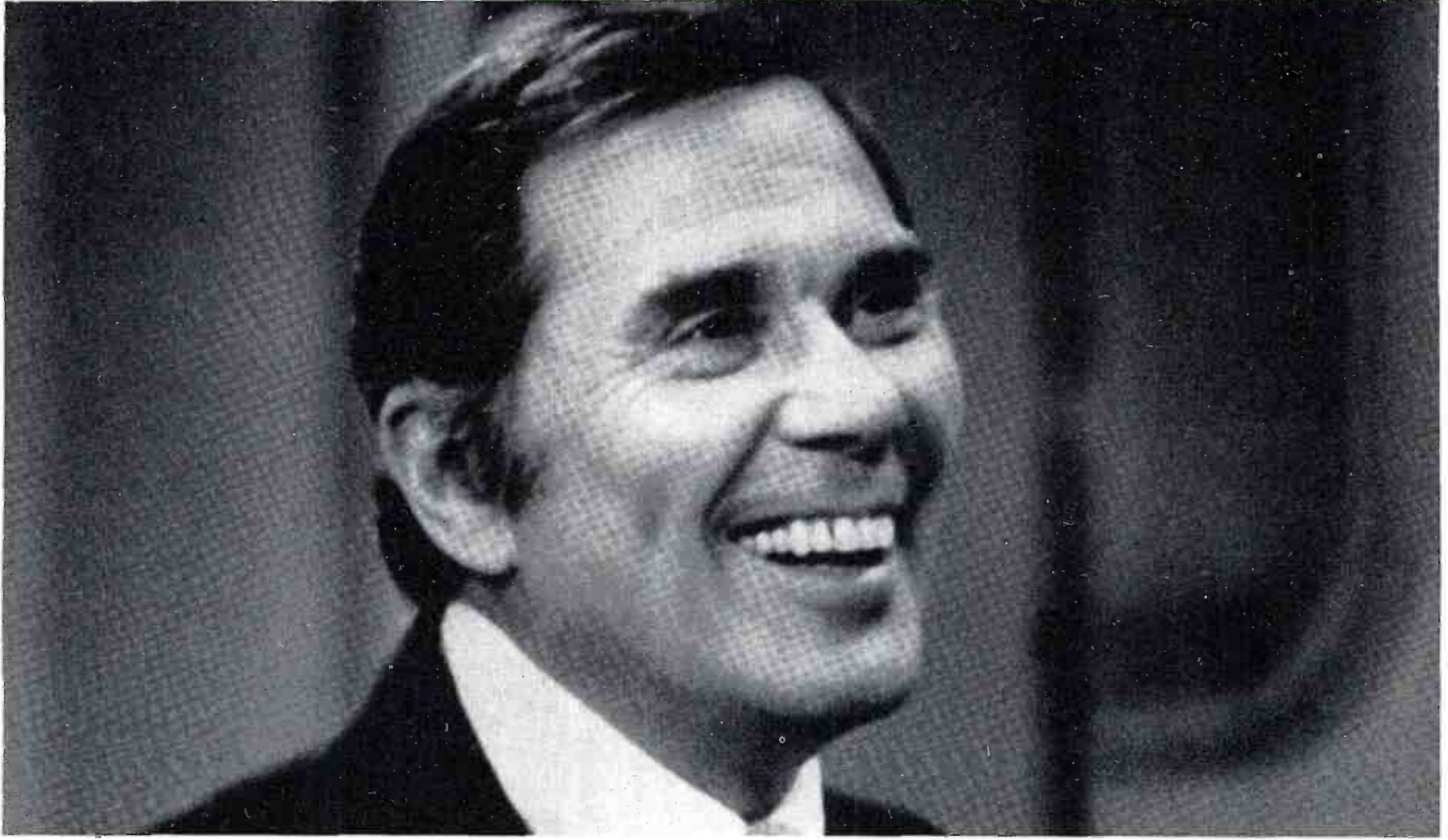
Pleased with performance. William O. Taylor, executive vice president of Affiliated Publications, publisher of *Boston Globe* and owner of radio group, with other members of management team, told New York Society of Security Analysts last Monday (Jan. 28) that Affiliated expects to report 1979 revenues of \$180 million, up 12.6% over 1978's \$159.8 million, and net income of about \$12.9 million, \$3.70 a share, up 44% over year-earlier \$9 million. The 1979 figures include \$2 million after-tax gain, 55 cents a share, from sale of *The Transcript* in North Adams, Mass. Broadcasting yielded 5% of the 1979 revenues, 8% of profits. Company expects those percentages to grow to 6% and 11% respectively in 1980. Affiliated is happy with performance of stations, particularly WFAS(AM)-WWYD(FM) White Plains, N.Y., which have "doubled their revenues and profits" since acquisition in 1976, and is awaiting FCC approval of \$5.1-million purchase of WHYN-AM-FM Springfield, Mass. Its other properties are KRAK(AM)-KEWT(FM) Sacramento, Calif., KMPS-AM-FM Seattle, and WSAI-AM-FM Cincinnati.

Good year. Viacom estimates it will report \$105 million in revenues for 1979, up 29.6% from 1978 revenues of \$81 million. Net income should reach \$9.5 million, close to \$2.50 a share, compared with \$7.1 million, \$1.88 a share, in year earlier, 33.8% improvement. Results don't include \$2,050,000 extraordinary after-tax gain from sale to Teleprompter of 50% of Showtime. For fourth quarter, revenue approximated \$28 million, up 16.7% over year earlier period, with net income up to \$2.9 million, about 80 cents a share, 31.8% over 1978 \$2.2 million.

Canadian affairs. Baton Broadcasting Inc., major Canadian group broadcaster with holdings in other fields, reported profit of \$3,089,473 in three months ended Nov. 30, 1979, as compared to profit of \$2,828,880 in same quarter of preceding year. Revenues and per-share earnings in 1979 quarters were \$13,431,320 and 44.8 cents, respectively, as compared to \$11,834,408 and 41 cents year earlier. ■ Standard Broadcasting Corp. Ltd., Toronto, diversified communications firm with broadcast, production and allied holdings in Canada, and associated with similar companies in Great Britain, had income of \$2,512,835 and per-share earnings of 44.4 cents on revenue of \$14,913,168 in three-month period that ended Nov. 30, 1979. In same period previous year, profit was \$2,096,425 with per-share earnings of 37.1 cents on revenue of \$12,589,603.

Accounting advice. Guidelines suggesting step-by-step procedures and offering sample forms for use in bookkeeping for TV and radio trade and barter transactions have been developed by the Broadcast Financial Management Association and distributed to all U.S. commercial broadcast stations. Ronald J. Doerfler of Capital Cities Communications, BFM president, and Hugh Del Regno of Shamrock Broadcasting, chairman of BFM's operational guidelines committee, stress in covering letter that "BFM believes that not enough importance is placed on the proper approach, administration and recording of those transactions." Improper recording, they warn, may at best "cast a shadow" over a licensee's operations, at worst "could result in difficulties (and even censure) with the Internal Revenue Service, FCC, Securities and Exchange Commission and could even violate certain provisions of the Foreign Corrupt Practices Act."

Strip hit!



Goodson-Todman's "Match Game" is the new first-run strip hit of this season in daytime, fringe and access periods! With Number One ratings and shares! And Number One rankings in major demographic groups!

(Goodson-Todman's once-a-week "Match Game PM" has been renewed for a 6th consecutive season by ABC Owned Stations in New York, Los Angeles, Detroit and San Francisco.)

DAYTIME (M-F)

Birmingham (WBRC-TV, 12:30pm):

Number One in rating, share, households, women, 18-49 and 18-34 women, men, 18-49 and 18-34 men, teens and children.

Buffalo (WIVB-TV, 10:00am):

Number One in 18-34 women, 18-49 men, teens and children.

Cedar Rapids (WMT-TV, 3:00pm):

Number One in rating, share, households, women, men, 18-49 and 18-34 men, teens and children.

Denver (KMGH-TV, 11:30am):

Number One in men, 18-49 and 18-34 men and children.

Indianapolis (WRTV, 10:30am):

Number One in 18-49 and 18-34 women.

Minneapolis (KSTP-TV, 3:00pm):

Number One in 18-49 and 18-34 women, 18-49 and 18-34 men and children.

FRINGE TIME (M-F)

Flint (WJRT-TV, 4:00pm):

Number One in rating, share, households, women, 18-49 and 18-34 women and teens.

Ft. Myers (WINK-TV, 4:00pm):

Number One in rating, share, households, women, 18-49 and 18-34 women, men and children.

Greenville, N.C. (WITN-TV, 4:00pm):

Number One in women, men, 18-34 men and teens.

Las Vegas (KLAS-TV, 4:00pm):

Number One in rating, share, households, women, 18-49 and 18-34 women, men and teens.

Pittsburgh (KDKA-TV, 4:00pm):

Number One in rating, share, households, women, 18-49 and 18-34 women, men, 18-49 and 18-34 men.

Reno (KTVN-TV, 4:30pm):

Number One in 18-34 women.

Sacramento (KXTV, 6:30pm):

Number One in rating, share, households, women and 18-49 women.

San Francisco (KPIX, 4:30pm):

Number One in rating, households, women and men.

Santa Barbara (KSBY-TV, 6:30pm):

Number One in women, 18-49 and 18-34 women.

West Palm Beach (WPEC, 4:00pm):

Number One in 18-49 and 18-34 women, 18-49 and 18-34 men.

ACCESS TIME (M-F)

Ft. Wayne (WANE-TV, 7:30pm):

Number One in rating, share and women.

Greenville, S.C. (WFBC-TV, 7:30pm):

Number One in rating and 18-49 men.

Syracuse (WSYR-TV, 7:30pm):

Number One in rating, share, households, women, 18-49 and 18-34 women.

GOODSON-TODMAN'S
"Match Game"
Victory Television
45 East 45 Street, New York 10017
New York (212) 687-1516
Chicago (312) 329-0825
San Francisco (415) 435-9113

Giant killer!



"Rhoda" topples top contenders in competition for the most young women viewers! In major markets, she wins more 18-49 women and 18-34 women than: "Mike Douglas" and "My Three Sons" in Boston, "All in the Family" and "Rockford" in Las Vegas, CBS and NBC local news in Los Angeles, "Superman" in Miami, "Sanford and Son" and "Mike Douglas" in Phoenix.

Boston (WCVB-TV, 4:00pm, M-F):

Wins half of all 18-49 and 18-34 women viewers in 6-station market. Also a strong Number One in rating, share and households. Share up 6 points over year-ago programming in time period.

Las Vegas (KVVU-TV, 7:30pm, M-F):

Dominant in young women with 33% and 56% advantages over "All in the Family" in 18-49 and 18-34 demos, 300% and 800% advantages over "Rockford" in same demos. 8-point share lead over "Rockford." 3-point share increase over year-ago programming.

Los Angeles (KHJ-TV, 6:00pm, M-F):

More young women, 18-49 and 18-34, than CBS and NBC local news. 72% increase in 18-49 women and 86% increase in 18-34 women over "Gunsmoke" lead-in.

Miami (WCKT, 4:30pm, M-F):

Tops "Superman" in 18-49 and 18-34 women, rating, share and households. Improves "Gleason" lead-in by 2 rating points, 3 share points and increases of 60% and 57% in 18-49 and 18-34 women.

Phoenix (KPNX-TV, 4:30pm, M-F):

Beats "Sanford and Son" and "Mike Douglas" in 18-49 and 18-34 women. Also tops "Sanford" in rating and share. Builds on "Carol Burnett" lead-in with 33% more 18-49 women and 44% more 18-34 women.

MTM's
"Rhoda"

Victory Television

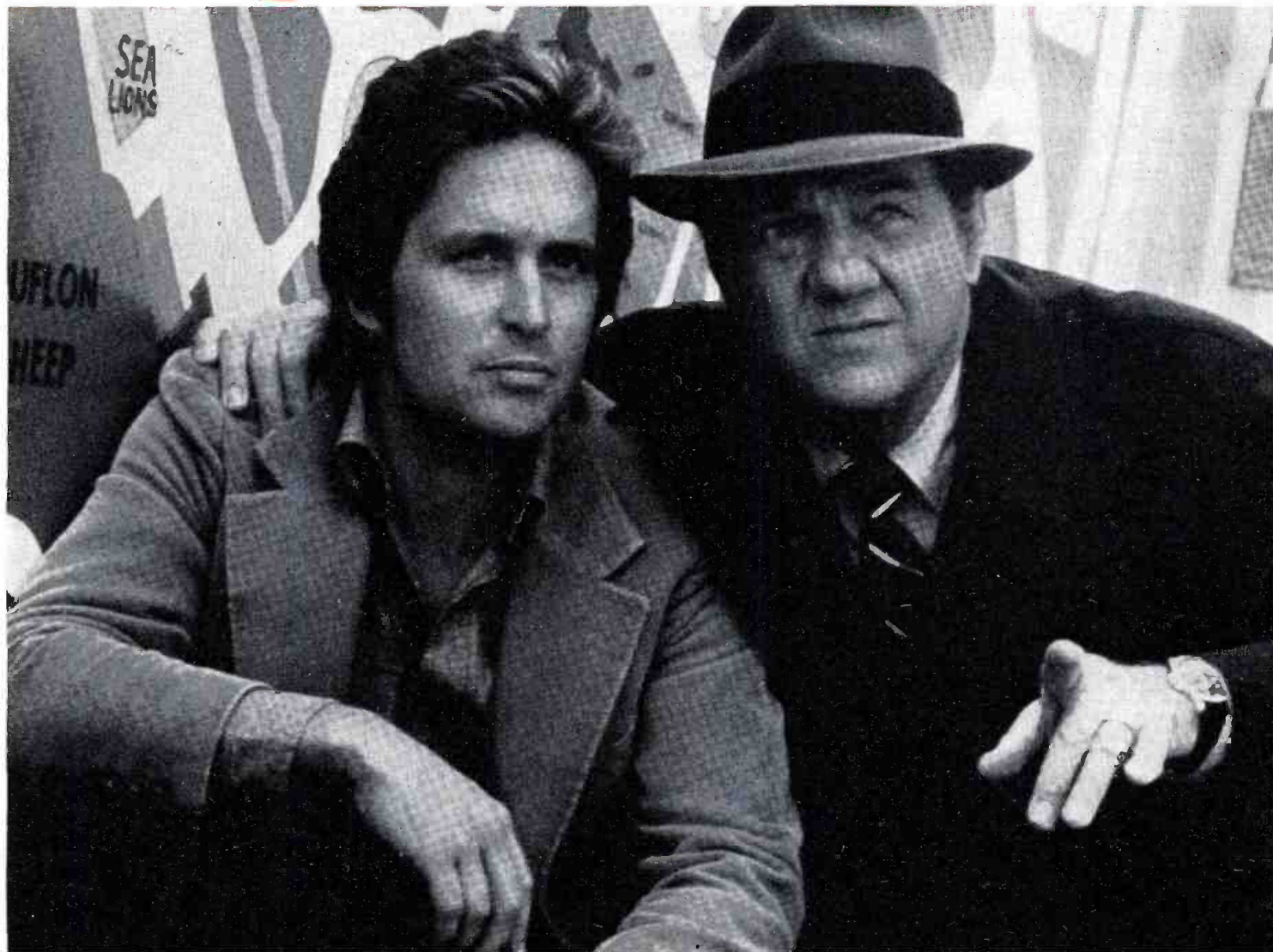
45 East 45 Street, New York 10017

New York (212) 687-1516

Chicago (312) 329-0825

San Francisco (415) 435-9113

Dynamic duo!



Superstars Karl Malden ("Skag") and Michael Douglas ("China Syndrome," "Running") team up in "Streets of San Francisco" to score dramatic wins and gains for affiliates in early fringe and late-night periods, and for independents in prime time!

Source: Arbitron 11/79 and other months cited. Audience estimates subject to limitations of the rating service.

FRINGE TIME (M-F)

Boston (WNAC-TV, 4:00pm):

Big buildup over network lead-in with gains of 50% in rating, 18% in share, 59% in households. 32% more 18-49 women and 17% more 18-49 men.

Cincinnati (WLWT, 5:00pm):

Number One in rating, share, households, 18-49 women and men. Tops movie, Dinah, Brady Bunch, Mary Tyler Moore. 114% share increase over year-ago programming.

Milwaukee (WITI-TV, 3:30pm):

Number One in 18-49 and 18-34 women against Merv and Star Trek. Share up 3 points over year-ago programming.

Syracuse (WSYR-TV, 4:00pm):

Number One in 18-49 and 18-34 women in 1st half hour against Mike Douglas. Number One in 18-49 women in 2nd half hour against Mike and Bionic Hour. Share up 9 points over year-ago programming.

PRIME TIME (M-F)

Los Angeles (KCOP-TV, 6:00pm):

Solid performance in 2nd year on independent with share increases in each quarter-hour over Oct. '79.

Las Vegas (KVVU, 8:00pm):

Late night success spurred 2nd-year move to 8:00, giving independent 4-point share gain over Nov. '78 and against 3-network competition.

Sacramento (KXTL, 7:00pm):

Continues to build independent's standing in 2nd year against access competition. 3-point share gain over Oct. '79.

LATE NIGHT (M-F)

Kansas City (KCMO-TV, 11:30pm):

Number One in time period. More 18-49 and 18-34 women than Tonight show. 12-point share gain over Nov. '78.

Peoria (WMBD-TV, 10:30pm):

Share up 5 points over Nov. '78. Beats Newlywed Game, Love Am Style. Skews younger than Tonight Show in 18-49 women.

Salt Lake City (KSL-TV, 10:30pm):

Ties Tonight Show for Number One. Tops late movie and all ABC late action hours.

San Antonio (KSAT-TV, 11:00pm):

Avg. 5 rating is only 1 point below Tonight Show. Skews younger than Tonight Show with 57% of all adults in 18-49 group.

QUINN MARTIN'S

"Streets of San Francisco"

Victory Television

45 East 45 Street, New York 10017

New York (212) 687-1516

Chicago (312) 329-0825

San Francisco (415) 435-9113

Olympics insurance taken out by NBC are not yet known, because the major underwriter involved has been reluctant to discuss it. He said the total sum involved was \$85 million, which includes a \$5-million deductible that NBC will have to pay itself. \$35 million was placed through various companies in New York, London and in Europe, with Lloyd's covering the remaining \$45 million. Davies said the premium for the Lloyd's coverage was just over \$2 million.

Davies also said the unsettled world situation has prompted other firms connected with the Olympics, especially those with various marketing rights, to seek coverage through Lloyd's as well. Underwriters, however, "exercising diligence and caution," declined to write any such policies, according to Davies. The NBC coverage had been arranged in 1978, when the concern was over Russian dissidents.

It is difficult to determine appropriate premiums for coverage of this nature, since there are no insurance rate cards for satellites or Olympic games. Instead, Davies said, underwriters must use their own experience. With satellites, the first policies were based on premiums similar to those for aircraft insurance. In addition, satellites were insured in pairs. The company would have to pay for the loss of the first, and Lloyd's would only compensate for problems with the second. This has gone out of fashion, however, since the satellite business is considered more secure.

Satcom III is now considered a total loss, but in the case of the Olympics, a loss adjuster would be brought in. Even if the games are canceled, NBC will not receive its total \$77 million. Only money it could not recoup in other ways could be claimed as a loss.

How-to's from the FTC

The Federal Trade Commission has adopted three new guidelines on the use of endorsements and testimonials in advertising. They are:

- When consumer endorsements are used, advertisers must either be able to show that the average person can expect comparable performance, "clearly and conspicuously" disclose what performance can be expected or disclose that the endorsement has limited applicability.

- Endorsers must actually use a product if the ads represent that they do, and the advertiser must have "good reason to believe" that the endorser continues to do so as long as the ad is used.

- Consumers' endorsements of drugs must be consistent with any determination about the drugs by the Food and Drug Administration.

According to the FTC, the new guides, which supplement ones adopted in 1975, are intended to clarify the FTC's position, enabling "advertisers and advertising agencies to continue their widespread use of it [endorsement advertising] with less uncertainty."



Rebel yell. Richmond, Va., television station executives, upset with Arbitron's redefinition of their ADI, have taken their case directly to New York advertising-agency media officials. Joining forces at the presentation were (l-r): Bob McRaney, vice president and managing director of wwtv(tv); Ron Philips, vice president and general manager, wtvb-TV; Andrea Cetera, research director, Petry Television; Steven Murphy, vice president/director of management services, Blair Television; Ellis Shook, general manager, wxex-TV, and Steve Raffel, vice president, research, Harrington, Richter & Parsons. The stations protested Arbitron's exclusion of Albemarle and August counties from the Richmond ADI, starting last fall, and the fusion of these counties into a Charlottesville-Harrisonburg, Va., market. The Richmond contingent insisted this grouping was "artificial" and unfairly resulted in the Richmond market falling from 56 to 64 in the Arbitron ADI ranking. An Arbitron spokesman declined to comment specifically on the presentation but said the company welcomes suggestions from agencies and stations that would help in coping with issue of ADI redefinition.

Intermedia

Minorities in cable. FCC has released employment statistics for cable television industry for 1978. Report, compiled from annual employment reports filed by cable operators having five or more full-time employees, indicates that of 21,294 total employees at cable systems, 62.2% were white males, 26.1% were white females, 8.2% were minority males and 3.4% were minority females. White females, minority males and minority females increased .3%, .6% and .1% respectively, from 1977, while white male employment decreased 1.1%. Data for cable MSO's revealed 48.7% were white males, up .1% from 1977, 38.2% were white females, down 5.2%, 6.1% were minority males, up .8%, and 6.7% were minority females, up 4.3%.

□

Differences resolved. Howard Myrick, who had filed law suit charging Corporation for Public Broadcasting with discrimination (BROADCASTING, Dec. 10, 1979), has been named director of office of communications research. Myrick, former associate director of communications research at CPB, charged he was passed over for spot as director of planning and analysis last fall. Myrick's suit against CPB was dismissed by mutual consent, although terms of settlement have not been made public.

□

Coming our way. Kol Israel (Voice of Israel) last Thursday (Jan. 31) began English and foreign-language shortwave broadcasts to U.S. and Canada. Programs of news and commentary are heard in English throughout evening beginning at 5:30 p.m. EST. Additional English language broadcasts are heard at 7 a.m., 3 p.m. and midnight. Other languages in which Israel is broadcasting to U.S. and Canada are French, Spanish, Hebrew, Yiddish, Persian and Russian.

□

Chinese isolate ads. Peking Radio has started broadcasting commercials for foreign merchandise, but is keeping advertising separated from entertainment and news programming. Priced at \$693 per minute, seven 10-minute segments entirely of advertising are broadcast each day.

□

For PTV viewers. *The Dial*, "first national magazine of public broadcasting" is gearing up for September launch. Monthly publication, expected to start out at about 100 pages, initially will go free to subscribers to WNET-TV New York, WETA-TV Washington, WTTW-TV Chicago and KCET-TV Los Angeles. That's said to mean subscriber base of 650,000; backers then plan to move on to other markets. *Dial* is to include articles and local program listings, will carry local and national advertising. Start-up funds come from John Ben Snow Foundation.

Take a cute little dish on a trip to the country.

Transportable satellite uplink service is a reality....and available now! Western Tele-Communications, Inc. (WTCI), a Denver based common carrier, is offering transportable uplink service and has been providing this service to the national television networks for news and sports coverage since August of 1978.

Uplink Capability

Two, high power amplifiers feeding the 4.5 meter dish can provide, simultaneously, two network quality television signals for delivery to a 10 meter receive station.

The transmitters can also be operated in a hot standby protection mode to provide one, protected uplink. Each uplink is equipped with two audio subcarrier modulators which can also be operated simultaneously, if required.

The station receivers can be operated simultaneously with the uplink to provide two full duplex television channels, if required.

Transportability

The station is constructed on a 40 foot trailer pulled by a diesel tractor and can be moved over 750 miles per day.

The unit is designed so that it can travel across country without wide load permits.

The station can be moved to very

The station is authorized for each use by the FCC on a per occasion basis. The FCC requests ten days notice on applications. Special news or other events can be processed sooner, if it is in the public interest.

Frequency coordination also must be accomplished on a per occasion basis and frequently requires blockage to solve potential terrestrial interference problems. We have successfully accomplished the necessary frequency coordination for the use of our transportable uplink on all projects, up to this point.



Our next stop...the Lake Placid Winter Olympics.

remote areas, practically anywhere in the United States in just a few days.

A diesel powered generator provides AC power to the station for operation in areas where no commercial power is available.

Service Availability

NOW! Call us at 303-771-8200. We are booking orders and providing uplink service at this time.

Rates and Charges

The uplink service is ideally suited to save the customer money on situations involving transmission from remote locations, where existing facilities are not currently available and construction would be required. The customer can also reduce his costs on intercity transmission of television signals by utilizing satellite services.

Send for a brochure or call



WESTERN

TELE - COMMUNICATIONS, INC

P.O. Box 22595 Wellshire Station □ Denver, CO 80222 □ (303) 771-8200

POUNDEROSA

A success story
as big as
the Pounderosa!

Source: November 1979 NSI Audience figures are estimates subject to limitation of the techniques and procedures used by service noted.



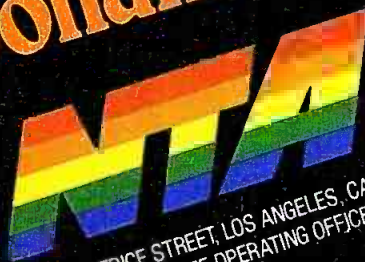
The second longest running show ever on network, BONANZA is still rounding up whole new audiences in syndication!

For starters, the saga of the Cartwrights is doing a bang-up job in cities like Birmingham, gunning down such popular competition as CBS NFL Football and "Marcus Welby"; in Baltimore, where it lassoed the tough "Emergency"; in Miami, shooting down perennial favorite "The Price Is Right" and in Houston where it even coralled the CBS Movie. There are similar stories in over 65 other markets.

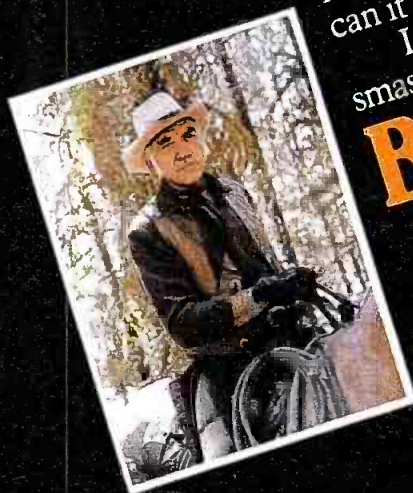
And if you think those audiences are just men, think again. BONANZA triggers a wildly enthusiastic response with *women*! And of the total number of women watching, over 65% are between 18-49. With stars like Lorne Greene, Michael Landon, Dan Blocker and Pernell Roberts how can it miss?

Load up your key time periods with a sure-fire smash—310 hours of **BONANZA**. It's better than ever.

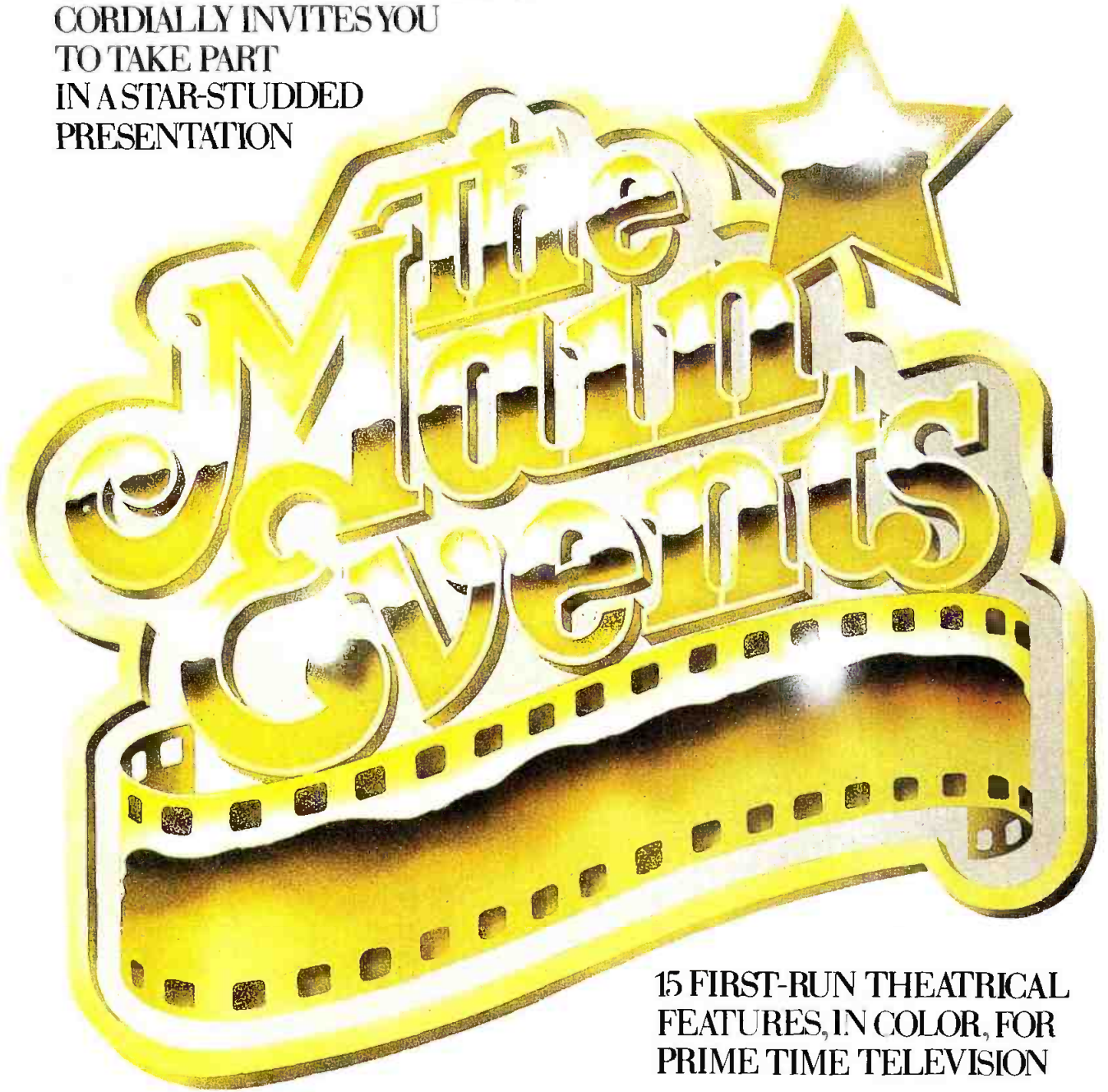
Bonanza



12636 BEATRICE STREET, LOS ANGELES, CALIFORNIA 90066 (213) 390-3663
BUD GRADSKOPF, CHIEF OPERATING OFFICER ARTHUR S. GROSS, V.P., WORLD-WIDE SALES



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IN A STAR-STUDED
PRESENTATION



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PRIME TIME TELEVISION**

THE EVENTS include "The Swiss Conspiracy," "The Family," "Barracuda," "Devil's Rain," "Oil," "One Man Jury," "Racquet," "Man of Legend" and "Hurry Up or I'll Be 30."

THE STARS include Charles Bronson, Peter Strauss, David Janssen, Elke Sommer, Yul Brynner, Telly Savalas, John Travolta, William Shatner, Gina Lollobrigida, Jack Palance and more.

Available now from your GOLD KEY ENTERTAINMENT representative. **RSVP-NATPE, SUITE 1635**



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Taking away made tougher

Appeals court panel, in upholding FCC denial of WSIB(AM) renewal, says standard commission uses in revoking licenses must be stricter than current 'preponderance of evidence'

A three-judge panel of the U.S. Court of Appeals in Washington has held that, for the FCC to revoke a broadcast license, a "preponderance of evidence" is not enough. The evidence must be "clear and convincing."

That is the standard the court had applied in 1977 in a case involving the Securities and Exchange Commission's revocation of a security broker's license. And the court in a case involving Sea Island Broadcasting Corp.'s WSIB(AM) Beaufort, S.C., said the consequences of license revocation for a stock broker and a broadcaster are not dissimilar.

"The broadcaster who loses his license may get other jobs in the industry, but he certainly has lost a business," the court said. "The holder of multiple licenses may continue to hold one although another is revoked, but the fact of revocation would not be ignored in case of a challenge to other licenses."

Thus, the court rejected the commission's argument that the "preponderance of evidence" is the traditional standard in such proceedings and that the SEC case is not applicable to cases involving broadcast licenses which carry with them a "public trust." The commission had argued that it was not appropriate to require a higher standard of proof than the one where the licensee had abused its "special fiduciary responsibility" to the public.

The court's unanimous decision, which was written by the late Judge Harold Leventhal, ultimately affirmed the commission in the case at issue—its revocation in 1976 of WSIB(AM)'s license. The commission found that the licensee had lied to it and had been guilty of fraudulent billing.

The court noted that the commission said it would have made the same finding even if it had applied the stricter standard and that Sea Island had been given "effective opportunity" to rebut the commission's case. The court also said it had been "particularly careful" in reviewing the case and was convinced the commission regarded the proof as "clear and convincing."

Nevertheless, the court has laid down a new standard for the commission to follow in revocation cases, provided the commission does not successfully appeal the deci-

sion. Last week, the commission asked the court for three more weeks in which to decide whether to take such an appeal.

The proper standard of proof became an issue in the case after Sea Island raised it in its appeal of the commission's decision. The court remanded the record to the commission and asked it to specify the standard it had applied and what the public interest effect would be if the "clear and convincing" test were applied.

The court indicated that the "clear and convincing" test is not required in comparative renewal cases, where "a license may be removed from a person who is law abiding if another is distinctly superior, as shown in a subsequent comparative proceeding." But, it said, "there is a 'security' of interest during a license term even assuming there is none at the end of a term."

Some commission lawyers also feel the "clear and convincing" standard would not apply in a renewal hearing in which the licensee is unopposed. "The burden is on the licensee to prove it's worthy," one lawyer said. "To extend the standard to that kind of proceeding," he added, "would require another court case."

The relatively similar seriousness of the consequences for a stockbroker and a broadcaster in the revocation of a license was not the only point made by the court in saying the same test should be applied to both cases. It also rejected the commission's argument that the higher standard would either weaken the agency's regulatory authority or encourage or sanction shady tactics by a licensee. "We do not believe that this standard will... 'significantly burden' [the commission's] efforts to regulate licensees in furtherance of the public interest," the court said.

Leventhal was joined in his opinion by Judge Spottswood Robinson and by U.S. District Court Judge Charles R. Richey, who sat on the panel by designation.

Carter keeps purse strings tight on FCC

Budget proposal for FY '81 would give commission only modest boost; other agencies fare bit better

The FCC will have to tighten its belt under terms of the \$616-billion budget for fiscal 1981 that President Carter submitted to Congress last week. It is a budget in which a number of agencies and programs are being held in check as the President attempts to hold the federal deficit to \$16 billion—compared with \$40 billion in 1980—while seeking substantial increases

for defense, energy and other major programs.

The budget provides \$77.1 million for the commission, only some \$950,000 more than the \$76.2 million appropriated for it in the current fiscal year—and some \$10 million less than the commission had requested in the proposal it submitted to the Office of Management and Budget last summer (BROADCASTING, July 23, 1979). OMB approved the \$950,000 increase to pay for leased office space.

The commission made the request for a \$10-million increase in light of what it said was increased fixed costs and its failure in the past several years to obtain increases for any of its programs. But the OMB rebuff could not have been a complete surprise; OMB had asked agencies to hold their requests to 1980 levels.

Actually, Congress appropriated about \$4 million more for the commission in 1980 than the \$72 million the President had requested. Most of that was in a supplemental appropriation for salary increases Congress had voted for government workers. But \$800,000 was for 25 new positions Congress approved after reviewing the presidential request, which would have permitted an increase of only five new positions.

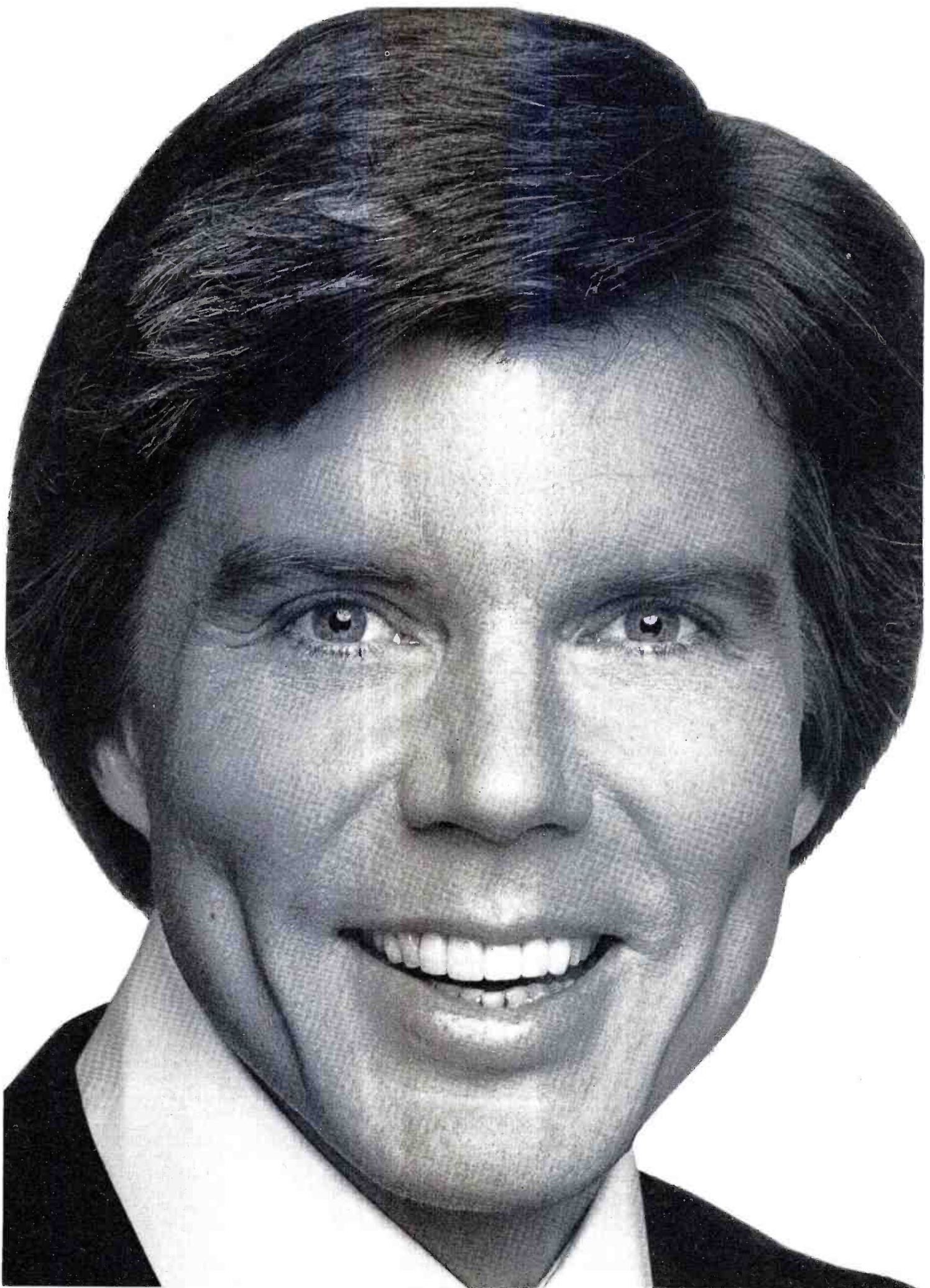
For a time, the commission feared OMB would cut those positions out of the 1981 budget, but the commission prevailed. Thus the number of permanent commission positions will remain the same in 1981—2,261. The commission had originally sought a total of 2,392.

Some commission officials appear to harbor hopes that Congress again will come to the agency's aid, as it did last year. "Congress must make its own decisions on the budget," one official said.

But barring such an act of generosity, the President's budget, which would not even allow the commission to keep pace with inflation, now running at over 13%, will mean a "very austere year" for the commission, said Thomas Campbell, the associate executive director for operations. And R. Donald Lichtwardt, the executive director, said, "We'll have to manage better and tighten our belts."

The commission has yet to make plans to eliminate or cut back on services in 1981. "We'll look at that over the summer," Lichtwardt said.

The National Telecommunications and Information Administration will also be given only a small increase over 1980, but one that will be relatively larger than the one the President is seeking for the FCC. The budget calls for an authorization of \$18,068,000 some \$300,000 more than was appropriated for NTIA in the current fiscal year. The increase would provide for 19 new permanent positions, for a total of 292. Among the projects NTIA will undertake is a study of the problems involved in



John Davidson.

He's going to turn on the daytime audience.

John Davidson, one of the hottest, most versatile entertainers in the industry, and Group W Productions, the most successful producer of syndicated talk-variety, will combine to bring you daytime television's hit of the 80s.

The John Davidson Show.

John, his co-hosts, and his guest stars will deliver a special brand of daytime entertainment to the target audience your advertisers seek.

Over 70 stations have already cleared the sixty or ninety minute version of this sure winner.

So join us as the viewers turn on The John Davidson Show, and vice versa.

The John Davidson Show

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Westinghouse Broadcasting Company

90 Park Avenue, New York, NY 10016

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The Federal Trade Commission is treated with some generosity in the budget. It would receive \$72.6 million, almost \$5 million more than it is expected to spend in the current fiscal year. However, the FTC, in trouble with Congress because of its policies, particularly its investigation of television advertising directed to children, is yet to see its 1980 budget approved. Congress has simply adopted resolutions providing it with interim funding at the 1979 level—\$65.3 million—pending final action on the appropriation request.

In other matters of interest to broadcasters:

The President is seeking \$96.1 million

for the Voice of America, \$6.6 million more than was appropriated for it in 1980. For the International Communication Agency, of which VOA is a part, the President has asked \$429,184,000, an increase of \$26 million.

The VOA, which broadcasts news worldwide, in English and 37 foreign languages, is not the U.S.'s only foreign language service. Radio Free Europe/Radio Liberty, whose operations are overseen and funded by the Board for International Broadcasting, is another, and it would receive more than VOA—\$103,835,000, an increase of \$20 million. But of the total, \$5 million is for currency devaluation—most RFE/RL facilities are in West Germany, where the dollar has

lost ground to the German mark—and \$813,000 is for BIB.

RFE/RL is seeking additional funds for 1980 to strengthen its broadcasting service to Muslim areas of the Soviet Union and to Eastern Europe in the wake of the Soviet Union's invasion of Afghanistan. The President last week asked Congress for a \$6.6-million supplemental appropriation to make up for purchasing power lost through devaluation of the dollar.

The budget calls for \$162 million for the Corporation for Public Broadcasting, an increase of \$10 million over the current year. However, the new request is \$18 million less than the \$180 million authorized by Congress in the first year of a three-year funding measure. The funds are distributed to public radio and television stations on a matching basis—\$1 for every \$2 raised by the localities and states.



You may never see the world's fastest bathtub racer*...

...but with WKZO, you can clean up in Western Michigan's adult market.

If you want your message to reach adults, go with the undisputed adult leader in Kalamazoo — WKZO Radio.

During the broadcast day 6 a.m. to 7 p.m., the WKZO AQH 25+ audience is 56% greater than its closest competitor. And, WKZO delivers 78% more of the 25+

audience than any other station in the market.

WKZO is by far the dominant station with the adult male AQH audience. More men 18+ and 25-54 in the TSA listen to WKZO during early drive than to the next four stations combined.**

When you're on WKZO, you

can really go places in the adult market — with or without the fastest bathtub.

*The record for the annual 26-mile Nanaimo to Vancouver, British Columbia, bathtub race is 1 hour 35 minutes 4 seconds by Phil Holt of Australia on July 18, 1976. Tubs are limited to 75 inches and 6-hp. motors.

**ARB/TSA, April/May 1979



A Felzyer Station

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives

FCC barraged with responses to its deregulation plan

Small broadcasters file early in favor of hearings; citizen groups urge idea be dropped to protect public interest

With still two months to go before the extended deadline for comments on its radio deregulation proceeding, the FCC has already filled 15 volumes, each about three inches thick, with filings.

Six of these volumes are formal comments, a large part from small broadcasters supporting the proceeding. Most agree with KMOR(FM) Scottsbluff, Ariz., which said "... broadcasters are local businessmen and what is good for the public interest is good for them, likewise. This is the promise on which local broadcasting was established and continues to operate." Or the filing submitted by KHR-AM-FM Hood River, Ore., which stated that "without listenership, we simply cannot produce results for our advertisers. So it really is our consumers that dictate our programming policy." And the comments of WLO-AM-FM Frankfort, Ind., which advised the FCC that "it's high time for the FCC now to listen to the people, the people back home, not just the so-called (we know what's best for everybody) 'public interest groups' in Washington."

However, countering the broadcasters' comments is an increasing number of formal filings from Catholic communities across the country, in response to a grassroots campaign begun by the United States Catholic Conference, to get the FCC to rescind its radio deregulation notice, or hold nationwide field hearings before the closing period for public comment.

Most of the filings are simple form letters asking the FCC either to rescind the notice or to hold hearings, with a note that the writer has sent a copy to his or her congressman. A standard line in almost every letter is "the public has the right of access. Those rights should be retained and not given to advertisers." Or, the letters say,

INTERACTIVE TV AWARENESS TEST

(AND GAME SHOW HISTORY QUIZ)

Not so very long ago a contestant really had to be right there in the studio...in person...to take part in a television Game Show. Now there's "TV-Powww!" and everything's changed. Tomorrow's television is here today!

To see if you remember some of TV's colorful past and are ready for its exciting future, try this timely little quiz.

Keep your eyes on your own paper and don't look at the answers at the bottom of the page till you've answered all the questions.

TRUE/FALSE: (Use T for true and F for false.)

- _____ 1. When viewers play "TV-Powww!" from their own homes on their own telephones they don't just answer questions, they actually participate in and activate electronic video games being broadcast live from a television station many miles away.
- _____ 2. Charles Van Doren became famous (or infamous) as a contestant on "The \$64,000 Question."
- _____ 3. KBTB in Denver had to ask viewers to switch to postcards when incoming calls from people wanting to play "TV-Powww!" overloaded switchboards, leaked out in all directions, and flooded lines in a department store and the sheriff's office!
- _____ 4. WGN in Chicago has made "TV-Powww!" insert a regular feature in "Bozo the Clown," the longest running kid show in the market.
- _____ 5. One of radio's most popular game shows, "Dr. I.Q." never made it to television.
- _____ 6. KSL in Salt Lake City had to set aside a day a week for each of four adjoining states to keep viewers from jamming phone lines when they called in to play "TV-Powww!"
- _____ 7. A question regularly asked on "Name That Tune" was "Will it be a hit (bong!) or a miss (clunk!)?"
- _____ 8. WMAR in Baltimore placed "TV-Powww!" inserts in syndicated episodes of "Good Times" and outdrew "Happy Days" according to ARB and Nielsen.
- _____ 9. The miracle of INTERACTIVE-TV makes it possible for not only one but two television viewers in different parts of town to play "TV-Powww!" live against each other and against studio contestants.
- _____ 10. The "Heart Line" was a tear-jerking feature on "Queen For a Day."

MULTIPLE CHOICE: (Select the most appropriate response.)

- _____ 11. The ideal age for a children's version of "TV-Powww!" is:
A) 3 to 6; B) 7 to 10; C) 11 to 14; D) 15 to 18; E) All of the above.
- _____ 12. A show that Bert Parks did not host was:
A) "Double or Nothing"; B) "The Big Payoff"; C) "The Name's the Same"; D) "Hold That Note"; E) "Break the Bank."
- _____ 13. Local advertisers can take advantage of "TV-Powww!" by:
A) Donating prizes; B) Purchasing program spots; C) Merchandising tie-ins; D) Player registration drops on premises; E) All of the above—and more!
- _____ 14. Even the smallest market area can find an exciting MC for "TV-Powww!" by considering:
A) A fast-talking sportscaster; B) The hottest DJ in town; C) Their very own Kid Show host; D) A fun-loving announcer; E) All of the above and many more!
- _____ 15. Which was an early television game show?
A) "Who Cares?"; B) "Who Did That?"; C) "Who is It?"; D) "Who's Whose?"; E) "Who, What, Why, Where, When?"
- _____ 16. The very best time to air "TV-Powww!" as an insert or a full half hour is:
A) Prime; B) Mid-Day; C) Fringe; D) Prime Access; E) All of the above plus the late show and anywhere else you happen to need it. "TV-Powww!" fits anywhere!

MATCHING: (Match the statements on the left with the most appropriate responses on the right)

- | | |
|--|---|
| <ol style="list-style-type: none"> _____ 17. Scheduled "TV-Powww! Special" on Monday night and logged 33% more homes than "Lou Grant." _____ 18. The beautiful blonde on "Beat the Clock." _____ 19. Renewed 8 months early when they saw "TV-Powww's" new equipment and the 3-dimensional games in preparation. _____ 20. Game show featuring Edgar Bergen and Charlie McCarthy. _____ 21. Syndicated program into which "TV-Powww!" inserts have been successfully incorporated by local stations. _____ 22. Radio comedian who was a panelist on "What's My Line?" _____ 23. Program insert responsible for breaking all Kid Show records on KTVU in San Francisco. _____ 24. Station that used "TV-Powww!" 7 to 9 times a day as an insert as well as a full half hour show in prime time and averaged 25,000 post cards a week. _____ 25. Person one contacts to find out more about television's most exciting new game show, "TV-Powww!" | <ol style="list-style-type: none"> A. "The Bionic Woman" B. KGBT, Harlingen, Texas C. Dinah Shore D. Tom and Jerry E. "Who Do You Trust?" F. Merv Griffin G. Roxanne H. WGHP, Greensboro, N.C. I. Mike Douglas J. "The Six Million Dollar Man" K. KTTV, Los Angeles L. Fred Allen M. "TV-Powww!" N. M. A. Kempner
4699 North Federal Highway
Suite 102
Pompano Beach, FL 33064
(305) 946-7660
or
N.A.T.P.E., San Francisco
Hilton, Suite 1616
Main Building |
|--|---|

SCORING: Count one (1) for each correct answer and check your score!

25-20: Discerning and astute. You deserve "TV-Powww!"

19-15: Really with it. "TV-Powww!" is for you.

14-10: A gentleman's grade—and gentlemen prefer "TV-Powww!"

9-0: You're in trouble—but "TV-Powww!" can come to your rescue!



ANSWERS: 1. T; 2. F; it was "21"; 3. T; 4. T; 5. F; in 1953; 6. T; 7. F; it was "Jukebox Jury"; 8. T; 9. T; 10. F; it was "Strike It Rich"; 11. E; 12. C; that was Dennis James; 13. E; 14. E; 15. D; in 1951; 16. E; 17. B; 18. G; 19. H; 20. E; 21. A-C-D-F-I-J; 22. L; 23. M; 24. K; 25. N.

Thanks:

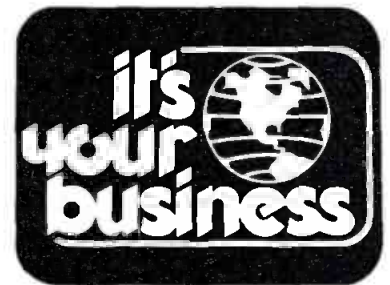
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thank you to cover
92 great TV stations:**

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WFLD-TV
WKBS-TV
KBHK-TV
WSBK-TV
WKBD-TV
WJLA-TV
WAKR-TV
WIIC-TV
KHOU-TV
KDNL-TV
WCIX-TV
WTBS
WTVT
KSTW
WMAR-TV
KOA-TV
WVIT-TV
KTXL
WVTV
WKRC-TV
KBMA-TV
KGTW
WUTV
WNGE
WBNS-TV
KNXV-TV
WPTY-TV
KGMC
WKZO-TV

WRGB
WLKY-TV
WDTN
WGCB
WAVY-TV
WAPI-TV
KMOL-TV
WNEM-TV
WWBT
WDHO-TV
WKRG-TV
WHO-TV
WCTJ
WOKR
WLUK-TV
WSLS-TV
KMPH
KDUB
WICS
WJNL-TV
WDEF-TV
WQAD-TV
KOAT-TV
WNNE
WPEC
KHGI-TV
WKYT-TV
WPTZ
KZAZ
KELO-TV
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WQRF-TV
KKTW
KNOE-TV
KYTV
WDIO-TV
WYEA-TV
WJCL
KADN-TV
KEYT
WPBN-TV
WICZ-TV
WCSC-TV
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"Radio should be used in a manner most beneficial and constructive to society."

The remaining nine volumes are cards and letters from citizens, written along the same vein as the form letters, all asking for a rescission of the rulemaking notice. There is usually a more personal attack on the notice, however, as with a former teacher and mother of six who wrote: "I am appalled to hear the words used today in much 'popular' so-called 'music' and to receive the reply that 'that's what the public demands,' if one objects ... The devil is having a heighday [sic]. Let's not hand over broadcasting radio to broadcasters and advertisers."

Kathryn Farrell, from Detroit, acknowledged that "there are people in the industry who will hold to high standards, but I distrust the responsibility of the marketplace in a profit-making situation."

Van Deerlin's latest revamp

Communications subcommittee OK's bill with no broadcasting provisions, but would deregulate carriers and restructure AT&T

After years of discussion, Congress took its biggest step last week toward revising the Communications Act of 1934.

The House Communications Subcommittee, under the leadership of Representative Lionel Van Deerlin (D-Calif.), who has seen two comprehensive "rewrite" bills die early deaths, approved legislation that would significantly alter the nation's telecommunications industry. The bill would not, however, affect the broadcasting industry.

The Telecommunications Act of 1980 had relatively smooth sailing, as the subcommittee voted 13-1 for its approval. The only dissenting vote came from Representative Edward Markey (D-Mass.).

The bill originally was introduced by Van Deerlin last December, and every member of the subcommittee signed on as a co-sponsor. On Jan. 23, the first day of markup, a substitute bill was introduced—the details of which were worked out by Van Deerlin and Representatives Tim Wirth (D-Colo.), Allan Swift (D-Wash.), James Collins (R-Tex.) and James Broyhill (R-N.C.). After only two hours of discussion at last week's session, with a number of minor amendments introduced and approved, the bill cleared its first hurdle. The next step is a full Commerce Committee markup, and Van Deerlin said he hoped that would come some time this month.

It was a happy Van Deerlin who adjourned the session. After seeing his attempts to revamp the Communications Act frustrated, he was finally able to report out a substantive bill. "Considering where we are in January, and where we were in July [when Rewrite II was killed], I'm beginning to enjoy Washington winters

more and more," he said.

As approved, the bill would significantly deregulate the telecommunications industry, it would authorize increased protection for consumers and it would restructure AT&T.

Specifically, the measure requires that the FCC rely on competition, rather than regulation, wherever possible. It would deregulate the manufacture and sale of telephone receivers, switchboards and other terminal equipment; it would deregulate interexchange (long distance) services, except for those offered by AT&T; it would prohibit the regulation of data processing, data transmission and other computer/communications services, and it would establish a temporary (45-month) transitional joint board with the responsibility of insuring equitable treatment of subscribers, with the FCC eventually taking over the job.

In the consumer protection area, the bill establishes a National Telecommunications Pool, administered by the transitional board, to insure affordable rates for all consumers; it insures that rural areas will have access to telecommunications services; it allows the FCC to expand the definition of "basic telecommunications services" to include technological advances as they become available to the public, and it authorizes public participation funding for common carrier matters before the commission.

This last provision, introduced as an amendment by Swift, generated the most discussion during the markup.

For the first year, the fund would total \$750,000, and no group could receive more than \$75,000. The FCC and the transitional board would decide who would receive funding, but three criteria would have to be met: (1) The group's point of view must not otherwise be represented adequately; (2) representation by the group would be necessary for disposition of the matter, and (3) the applicant could not have sufficient resources to participate in the proceeding without the funding. The amendment also provides that 25% of the funds would be set aside for small businesses.

Those not in favor of the amendment argued that it would place an unnecessary burden on the taxpayer and would delay proceedings. It was also argued that the Federal Trade Commission's public participation program had not worked, and this likely would follow suit.

But Swift argued that there were adequate safeguards built in so that the money would not be squandered, nor would a few groups continually receive funding. The subcommittee eventually approved the amendment by a vote of 8-5.

With regard to AT&T, the bill would require the company to establish a fully separate subsidiary in order to compete in unregulated telecommunications markets, and it would require that AT&T's competitive subsidiaries have separate boards, books, financial structures and marketing operations.

In addition, the bill would permit AT&T

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- **ANNUAL INCREASE OF 69%**
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Total persons 12 +,
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to expand into new computer and information-processing markets through separate subsidiaries, but it would prohibit its competitive subsidiaries from originating TV programming, electronic publishing or any other mass media service. It would also prohibit AT&T from providing any cable TV service through its own carriers, although it can provide facilities for cable transmission if they are leased to non-affiliated programmers.

Although there was near-unanimous approval of the bill, a number of members expressed some reservations about the language. They requested—and received—assurances from Van Deerlin that they would be allowed to introduce further amendments during the full committee markup.

ANA appeal

Association to ask Supreme Court to review lower decision reinstating Pertschuk to FTC's children's ad investigation

The Association of National Advertisers announced last week it would ask the Supreme Court to overturn or vacate the appeals court decision permitting Federal Trade Commission Chairman Michael Pertschuk to participate in the FTC's children's advertising inquiry—even though Pertschuk has voluntarily withdrawn from the proceeding.

ANA said it would be joined in the appeal by the American Association of Advertising Agencies, the Toy Manufacturers of America and the American Advertising Federation. All three organizations had participated with ANA in the original action to disqualify Pertschuk on grounds that in public statements he had shown that he had prejudged the children's advertising issue and could not be impartial.

U.S. District Court Judge Gerhard Gesell, agreeing with the association, disqualified the FTC chairman, but the U.S. Court of Appeals for the District of Columbia reversed that ruling in a 2-1 decision (BROADCASTING, Jan. 7). Pertschuk then announced he would voluntarily withdraw from participation, lest the controversy serve as "a diversionary issue" for those seeking to have Congress terminate the proceeding (BROADCASTING, Jan. 14).

ANA's decision to appeal to the Supreme Court was taken by its board of directors.

"In respect to bias by FTC commissioners," said ANA President Peter Allport, "action by either the Supreme Court or Congress is essential.

"The Moss-Magnuson Act gives the FTC broader and more far-reaching powers than those of virtually any other administrative agency. Its trade regulation rules can shape and reshape our economy and society. Such authority should not be vested in five, or fewer, appointed officials, particularly if any or all of them are biased toward one side of an issue.

"In overruling the U.S. District Court

Washington Watch

Filling VOA vacancy. President Carter has nominated Mary G.F. Bitterman, 35, executive director of Hawaii Public Broadcasting Authority, to head International Communication Agency's Voice of America. Bitterman's appointment as first woman to head VOA had been expected (BROADCASTING, Dec. 24, 1979). She has doctorate in modern European history, left her native California 10 years ago for teaching post at University of Hawaii, and was general manager of Environmental Simulation Laboratory at university when she was named executive director of state's public broadcasting operation. At VOA, Bitterman will succeed R. Peter Straus, who resigned in October and has returned to family-owned WMCA(AM) New York. White House announcement regarding Bitterman said she was being appointed associate director of ICA, with responsibility for "broadcasting"—characterization that led Senator Charles Percy (R-Ill.), long-time supporter of VOA, to charge that White House was de-emphasizing that service.

Punished. by 4-3 vote, FCC overturned denial of license renewal by Administrative Law Judge Reuben Lozner and ordered short term renewals for Janus Broadcasting's WGNE-AM-FM Panama City, Fla. Both actions stemmed from allegations that Janus rigged contest in summer of 1975. In its order, FCC cited Frederick Lindholm and Donald McCoy, principals and managers of stations, for misrepresentation and lack of candor during FCC investigation of contest rigging charges.

Try again on top 50. National Black Media Coalition has asked FCC to "reconsider and modify" its decision repealing top 50 policy. NBMC petition said that by doing away with policy, FCC removes "incentives to propose improved programming or provide services for minorities, including strengthened EEO programs." Top 50 policy limited group ownership to maximum of two VHF TV's and one UHF in biggest markets, but waivers of policy were never refused.

St. Louis blues. St. Louis Broadcast Coalition has filed petition with FCC to deny license renewals of one television and four radio stations in St. Louis. Group cited KSO-TV, KWK(AM), WIL-AM-FM and KXOK(AM) with equal employment opportunity violations.

and in permitting bias in FTC commissioners, the majority in the appeals court equated commissioners to members of Congress. But the majority opinion failed to note that there are checks and balances on Congress.

"Its members, as the powerfully dissenting opinion of Judge [George] MacKinnon pointed out, must stand for election; its acts are subject to presidential veto; to become law, legislative proposals must pass through the screen of over 500 members; bias under these conditions is not to be feared.

"FTC commissioners, in contrast, are not subject to checks and balances. They are not elected; they are not subject to veto; court review of their acts is limited, and their quorum can be as small as three, permitting two members of the commission to enact new law. Bias under these conditions must be both feared and prevented."

Torbet's target for deregulation: reps

Torbet Radio has filed a petition for rulemaking with the FCC asking that it deregulate its policy prohibiting licensee-owned radio sales representative organizations from doing business with any station, other than the one with which it is affiliated, in a particular community.

Torbet Radio, a wholly owned subsidiary of Bonneville International Corp., said "in adopting the Golden West policy in

1969, the FCC was greatly influenced by the dependency of the concerned stations on national and regional time sales." Torbet said the policy is "anticompetitive" and that the FCC should recognize that there have been many changes in the rep business since then.

"The differences in radio and television sales reps should be considered separately by the FCC," Torbet's petition said. "Radio is much less dependent on national and regional sales than television." Moreover, Torbet said, there has been a "significant" decrease in the number of rep firms; "they haven't increased as the FCC speculated when it formed its 1969 policy."

Torbet said this decrease is due to "extremely high expense which is necessary in order to maintain strong sales offices in a number of major markets."

Torbet pointed out that of the top 12 rep firms, nine are affiliated with broadcast facilities. "The number of stations with which sales rep firms can affiliate is extremely limited because competitive considerations preclude the firms from representing stations in the same market which are competing for the same audience," the petition said.

Scott suit tossed out

The U.S. District Court in Los Angeles has dismissed a multimillion-dollar suit filed by the Rev. Vernon Scott against five FCC Broadcast Bureau personnel. The suit alleged they knowingly had violated

Scott's First Amendment rights while investigating operating practices of his KHOF(AM) Los Angeles.

The investigation of KHOF, whose licensee is Faith Center Inc., began in August 1977, when charges were made to the FCC that Scott, Faith's principal, was soliciting funds over the air and then not using those funds for the purposes he stated.

Broadcast Bureau personnel repeatedly tried to gain access to Scott's files, but he would not admit them. Instead, he filed a suit against former Broadcast Bureau Chief Wallace Johnson, former Complaints and Compliance Chief William Ray and then-staffers Arthur Ginsburg, Jeff Malickson and Joel Rosenberg, alleging they were involved in a conspiracy to deprive him of his constitutional rights.

In dismissing the suit, the court held that the Broadcast Bureau personnel were "immune from personal liability" because they were acting in "good faith judgment."

Scott had also asked the court to enjoin the proceeding. The court dismissed that request also, and the case remains in hearing at the FCC.

Nearly 20 years later, FCC decides against plugola rulemaking

Commission, in proceeding begun in 1961, decides instead to issue policy statement

The FCC has decided that its current case-by-case method of dealing with plugola violations is the best possible way and will not adopt a rule on the subject.

The commission voted unanimously last Wednesday to close a rulemaking that has been going on since 1961, when the commission first proposed it. After 1959-60 congressional hearings that produced a statute regarding payola, the FCC felt it needed a rule on plugola.

After a 10-year hiatus, the Broadcast Bureau issued a further notice of proposed rulemaking in 1970—contrary to its recommendation to the commission that such a rule would be too broad and would encompass too many complicated issues. The commission, however, thought the staff should give it a try.

Now, 10 years later, the staff has come up with basically the same conclusion, and this time, the commissioners agree.

They adopted a policy statement that divides the plugola conflict of interest issue into two categories: entertainment and information. As to entertainment, the commission said that a licensee must "insulate the personnel" involved in a potential conflict of interest from programing procedure, or "adopt extraordinary measures" to insure that no conflict occurs. With respect to informational programing, the commission said that the announcer involved must disclose what economic interest he or she has, if any, in a particular story or news item.

NTIA rebuts CRS

In continuing crossfire over retransmission consent, Geller argues that Copyright Act didn't affect FCC authority over cable and that Congress didn't reject the regulatory concept outright

The National Telecommunications and Information Administration was not persuaded by the Congressional Research Service's memorandum asserting that the FCC lacks the authority to adopt the retransmission consent proposal NTIA has advanced. NTIA not only stands by the legal arguments it has already made, it says CRS was simply wrong in two of its assertions that were not addressed in NTIA's original presentation.

NTIA's response was contained in a letter Henry Geller, the assistant secretary of commerce who heads the unit, sent to Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, who had requested the CRS study.

NTIA, in proposing that cable systems in major markets be required to obtain the consent of originating stations before retransmitting distant signals carrying nonnetwork programing, said that the necessary commission authority was contained in various Supreme Court decisions affirming commission jurisdiction over cable and that the authority was not affected by 1976 Copyright Act.

The CRS points challenged by NTIA in its letter to Van Deerlin were that retransmission consent was extensively debated and rejected by Congress and the FCC when the Copyright Act was passed and that the Copyright Act defines cable's status with respect to broadcasters as well as to copyright holders.

Geller said the CRS memorandum contains no reference to statements in congressional committee reports or debates to the effect that retransmission consent was considered, debated and rejected when the Copyright Act was passed. And he said that the exchange of correspondence between the commission and a Senate committee concerning an industry agreement that facilitated passage of the copyright legislation made no mention of retransmission consent.

As for the second point, Geller said the section in the legislation establishing cable's compulsory license does not at the same time withdraw rights that broadcasters might have under the Communications Act. "An FCC, which has the authority to withdraw all distant signals for communications policy reasons," Geller said, "similarly has the authority to require retransmission consent."

Furthermore, he said, the rights conferred by the Copyright Act pertain where secondary transmission is within the broadcast station's local service area. And that is a different outlet from the originating station involved in retransmission consent, he added.

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Journalism

Networks end-run bans on journalists in Iran, Afghanistan

NBC newsman fast-talks authorities into letting him remain in Tehran; all three use non-American crews to maintain reports from Kabul

Despite the forced exodus of American journalists from Iran, NBC News correspondent John Cochran last week still was filing from Tehran.

Cochran's stories had been appearing on NBC news broadcasts, but the network otherwise had been keeping quiet about his presence there. And it remained officially quiet even after a *Washington Post* report surfaced, offering details about how he has managed to stay.

According to the report, the Iranian government had requested that a producer stay in the country to clean up financial matters incurred during the Iranian coverage by the networks. Cochran was said to have claimed he was a producer. Later, Cochran reportedly told the Iranians that his contract with NBC had run

out and he was now in the employ of the BBC. (By late last week, however, Cochran was scheduled to leave yesterday [Feb. 3].)

Despite a ban on American journalists, and the recent expulsion of an ABC news team, U.S. networks have been able to maintain their presence in Afghanistan.

The ABC crew, led by producer-reporter Jacques Grenier, was expelled on Saturday, Jan. 26, after being detained on Thursday night. Grenier, a Canadian national, said he was never told why they had to leave, and in fact did not know they were being expelled until told to get ready for a flight Saturday morning.

In later press reports, the Afghans said the three had been filming "antirevolutionary" areas. Grenier confirmed that when his crew was detained by authorities, they had been filming rebel-controlled areas 40 miles outside of Kabul. He said they were told not to leave the Intercontinental hotel, and were given a special guard until their sudden departure Saturday.

ABC has been able to move another crew into the country, with correspondent Jerry King, another Canadian national. NBC also had one crew in Kabul with correspondent Martin Fletcher, a British na-

tional. CBS has the largest contingent with two crews, totaling six people.

There is still no direct communication with Kabul, and material has to be ferried out and sent by satellite from elsewhere, often Delhi.

Some non-American journalists are now having trouble in gaining entrance to the country as well, even with valid visas. But UPI Audio said it was able to move in London-based reporter Jay Dyer without trouble.

Gallegos interviewer says ouster from Iran came as no surprise

NBC's Lewis describes newsman's life covering revolution there

NBC correspondent George Lewis, back from Iran since the expulsion of American journalists from that country, told reporters in New York that "we had anticipated" being kicked out, and the surprise was that the Iranians "let us alone for so long."

But while there were a few touchy situa-

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tions in Iran. Lewis said, "You didn't have the feeling of peril" as in Vietnam. Lewis—who conducted the controversial interview with hostage Marine Corporal William Gallegos—believes the U.S. reporters did a competent job in Iran, but he said he wishes more stories had been done showing those aspects of life that are going on as normal in Iran. Although dangerous, he said the "perception [in the U.S.] of the situation is more dire."

While still able to transmit, Lewis explained that there was no formal censorship except regarding reports of Iranian criticism of Khomeini. When the plug was pulled on a report of demonstrations in Tabriz, he said it was probably a "freelance" action by Iranian technicians.

As for the staged demonstrations in front of the U.S. embassy, Lewis said he often didn't want to keep filming them. But, he said, "the desk" insisted it was necessary because the embassy was what the American public wanted to see. Lewis said they made sure to let the public know the demonstrations were not spontaneous.

"Some of these look like *Saturday Night Live* routines," he said, recalling the time a crowd leader was trying unsuccessfully to teach the chant, "Down with the cabinet of the United States."

Lewis said he doesn't have any second thoughts about his interview with Gallegos. Lewis said he was "very dissatisfied" with CBS newsman Walter Cronkite's criticism of the Gallegos piece.



Lewis

"I thought it was sour grapes," Lewis said.

He said he is against the expulsion of journalists but it could be a positive sign if the Iranian government is "trying to lessen the pressure of publicity" and stop the various statements of the militants in order to negotiate. The expulsion also will mean less coverage of anti-Khomeini demonstrations since there will be fewer reporters spread out across the country, Lewis said.

For those broadcasters still in Iran, Lewis expects problems if their reports of criticism of the Iranian government run on U.S. television. He expects the BBC's presence there to be short-lived.

NewsBeat

Gold, silver and business. Associated Press has added to its broadcast news wire information dealing with closing prices of gold and silver in New York, and has started two business news features. Information on precious metals is included in script delivered at 5:15 p.m. NYT Broadcast wire now also sends business news feature at 5 a.m. and another later in morning which is freshened throughout day.

□

Minicam arbitration. National Labor Relations Board has affirmed administrative law judge's ruling directing Metromedia Inc.'s KMCB-TV Kansas City, Mo., to regard minicam operators as part of bargaining unit represented by local of International Photographers of the Motion Picture Industry (IATSE). Metromedia and International Brotherhood of Electrical Workers had argued that minicam operators should be represented by IBEW. ALJ's order adopted by board concluded that minicam operators perform same video newsgathering functions as those operating film cameras, who are represented by IATSE.

□

UPITN to Peking. News syndication service, UPITN, owned by Britain's Independent Television News and UPI, has signed Chinese Central Television for two-year contract. UPITN will provide daily 10-minute satellite feed. Kenneth Coyle, chief executive of UPITN, said contract was signed in Peking after more than two years of negotiations. He said it is first foreign daily satellite service Chinese have purchased.

□

Deeper digging. Investigative reporting has solid foothold in TV news and will continue to grow quickly, according to study by Frank N. Magid Associates, Marion, Iowa. Only three of 50 TV stations that participated in survey said they are not currently doing investigative reporting, although other 47 differed widely on precise definition of that type of journalism. Three-fourths of responding TV stations said they plan to expand budgets for investigative reporting, although several claimed they were being held back by developing shortage of qualified reporters. While there generally was feeling that there was no direct dollar return for dollars spent on investigative reporting, four out of five believe it is worthwhile for improved ratings and enhanced image in the community. TV research and consultant firm presented its findings last month to conference of investigative reporters and editors in Louisville, Ky.

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More in the morning for ABC Radio News

Network's American Information begins anchoring morning feeds from Washington; next move is introduction of 'World News This Morning' on Feb. 18

ABC Radio News is expanding its commitment to morning news. Starting last Monday (Jan. 28), ABC's American Information Radio Network began originating its hourly, five-minute newscasts between 7 and 11 a.m. from Washington. Joe Templeton, a 14-year veteran with ABC News, is anchoring the programs, which are the first Washington-originated newscasts from ABC Radio since March 1976.

Following this preliminary move, the network plans on Monday, Feb. 18, to debut a new program, *World News This Morning*, a daily, nine-minute program scheduled to air at 8 a.m. NYT, 7 a.m. central and, by split satellite feed, at 7 a.m. Pacific time. Also anchored by Templeton, the *World News This Morning* is being created, according to ABC, to provide greater in-depth coverage by featuring live, on-the-scene reports and by offering perspectives on how events may affect listeners.

Bob Benson, vice president, ABC Radio

News, said at a reception for Templeton prior to his Washington debut, that the new program represents, "a much-expanded use of ABC news facilities" being channeled into radio. Templeton, he said, will be developed as a "single personality, stripping across all morning newscasts carried by ABC affiliates."

Templeton, who said he hopes to make the program "a household word," gave a two-fold goal for his move to Washington: "I'd like to keep the newsmakers more in touch with the people in so-called Middle America," he said. "And I want to present the news in a way that means something to them."

Templeton is being provided with a special production team to originate on-the-scene reports of major events and to interview newsmakers for their perspectives on events as they happen.

Rounding out *World News This Morning* will be reports filed by ABC correspondents around the world, among them, Peter Jennings, Max Robinson and Frank Reynolds. Working with Templeton on the new program will be a Washington editor in addition to a writer and a producer, based in New York, who will work afternoons and evenings developing perspectives on events to be reported the following day.

ABC will use the musical logo from its *ABC World News Tonight* television series on the new radio program, but, according to Benson, Templeton will cut back on the

usual format introduction to make time for more solid information. "The concept," said Benson, "is to give radio listeners the same depth and perspective they get from evening TV news or the newspaper."

ABC currently has 518 affiliates on its information network, with over 400 of them currently clearing its morning news.

N.Y. bar does turnaround on court coverage

Group reverses earlier stand and approves admitting broadcast media into courtrooms, but with proviso that lawyers have say in any such decision

The New York State Bar Association, reversing previous stands, has approved the principle of TV and radio coverage of criminal and civil trials in the state—but with a stipulation that could effectively bar coverage in many cases.

The proviso would give the lawyers in a case, as well as the presiding judge, a voice in deciding whether coverage should be allowed. In adopting this provision, the House of Delegates—the association's policy-making body—overturned a special bar association committee's recommendation that only the presiding judge be authorized to decide the question of broadcast coverage. Observers noted that in other states when lawyers in a case had a voice in determining the question, they usually opposed coverage.

The association's recommendation favoring TV and radio coverage came on a 34-22 vote by the House of Delegates. The final decision will be made by the state Court of Appeals, but the bar body's recommendation is expected to carry considerable influence.

The court's chief judge, Lawrence H. Cooke, has indicated that he favors broadcast coverage, but only if the rights of all parties are adequately protected. He has said he expects the Court of Appeals to move slowly on the question.

Part of the support for experimentation with TV and radio coverage apparently stemmed from a test last fall in which non-commercial WNET(TV) New York taped eight cases before the state Court of Appeals. The court said afterward that taping "has no significant impairment to the dignity of the court or judicial process" but suggested that if cameras are permitted in court on a regular basis, they should be concealed (BROADCASTING, Oct. 29, 1979).

Portions of the WNET taping have been incorporated into a one-hour documentary to be aired shortly. Segments were shown to the Court of Appeals judges coincident with the bar association meeting, and observers said they seemed pleased. One of the cases taped was Gannett Co.'s appeal—successful, as it turned out—against a lower court ruling that barred a reporter from a pretrial hearing (BROADCASTING, Nov. 26, 1979).



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Changing Hands

PROPOSED

■ **WBFM(FM) Detroit, Mich.:** Sold by Trinity Broadcasting to Doubleday Broadcasting Co. for \$8.25 million, highest price paid to date for FM station. Former high for FM was paid by Westinghouse Broadcasting Co. for KOAX(FM) Dallas—\$7 million (BROADCASTING, Oct. 24, 1979). Seller is owned by Joseph Ninowski (90%) and his brother, Daniel (10%). They are selling FM because they have application pending in same market for new TV on channel 38 in Warren, Mich., and must comply with FCC one-to-a market rule. They have no other broadcast interests. Buyer is wholly owned subsidiary of Doubleday Publishing Co., New York. John Sargent is chairman. Gary Stevens is president of Doubleday Broadcasting, which is group owner of three AM's and three FM's. Purchase is first step by Doubleday of asserted effort to double size of its broadcast holdings, aiming at top 10 markets. WBFM is on 98.7 mhz with 50 kw and antenna 480 feet above average terrain. Broker: Cecil Richards.

■ **KCOY-TV Santa Maria-Santa Barbara, Calif.:** Sold by Helen Pedotti, Mile Acquistapace, Burns Rick, Robert Burris and others to Stauffer Communications Inc. for \$7 million cash. Sellers have no other broadcast interests. Buyer is Topeka, Kan., publisher and owner of seven AM's, three FM's and one TV. Oscar S. Stauffer is chairman and 15.4% owner. Stanley Stauffer is president. Buyer also owns Kansas City Royals Radio Network and All American Network, both Topeka, and 50% of Total TV of Amarillo, Tex., cable system. KCOY-TV is CBS affiliate on ch. 12 with 115 kw vis. and 22.9 kw aural and antenna 1,940 feet above average terrain. Broker: Hogan-Feldmann Inc.

■ **WSNL(TV) Patchogue, N.Y.:** Sold by Suburban Broadcasting Corp. to Wometco Enterprises (75%) and Long Island Subscription Television (25%) for \$3.6 million. Seller is publicly traded corporation with no other broadcast interests. Robert Rosen is president. Wometco is group owner of one FM and five TV's. Mitchell Wolfson is president. Long Island Subscription Television will be 90% owned by Universal Subscription Television, which is owned by CanWest Capital Corp. (95%) and Ron Brutoco (5%). CanWest is Winnipeg, Canada, investment holding company. I.H. Asper is chairman. Brutoco is president of Universal, a Burlingame, Calif.-based STV enterprise that holds STV franchises for WQTV(TV) Boston, WGPR(TV) Detroit and KSTS-TV San Jose, Calif. (latter two not yet on air). Other 10% of Long Island Subscription Television will be owned by Rosen, now president of station. Universal will provide STV service to Wometco's WWHT-TV Newark, N.J., and WSNL(TV), which will become satellite of former. Suburban stockholders will get cut of profits, \$1.4-\$2.4 million

over unreported period of time, depending on future profitability of venture. WSNL is on ch. 67 with 1280 kw visual and 208 kw aural and antenna 440 feet above average terrain.

■ **WXCL(AM) Peoria-WZRO(FM) Pekin, both Illinois:** Sold by Peoria Valley Broadcasting to Louisiana Television Broadcasting Corp. for \$1.75 million. Seller is owned by Syl Binkin, Melvin Feldman and Richard Cohen (one-third each). They have no other broadcasting interests. Buyer is owned by Charles P. Manship (35%); brother, Douglas, both of whom are veteran broadcasters, (30%); latter's sons, Richard, David and Douglas Jr. (11.2% each), and daughter, Dina (1.2%). They also own WJBO(AM)-WBRZ(TV) Baton Rouge. Senor Manships jointly own KRGV-AM-TV Weslaco, Tex. WXCL(AM) is on 1350 khz with 1 kw full time. WZRO(FM) is on 104.9 mhz with 3 kw and antenna 265 feet above average terrain.

■ **KJAZ(FM) Alameda, Calif.:** Sold by Patrick Henry to Lionel Wilson and Ronald Cowan for \$1.4 million. Henry has no other broadcast interests. He tried to sell station last February for \$1,675,000 under distress sale policy (health reasons) to Filipino partnership, but sales contract expired without FCC action on transfer.

Buyer is owned equally by Wilson, black mayor of Oakland, Calif., and Cowan, Alameda land developer. They have no other broadcast interests. KJAZ is on 92.7 mhz with 1.85 kw and antenna 370 feet above average terrain.

■ **WHLA-AM-FM Niagra Falls, N.Y.:** Sold by Hilda C. Hull to Butler Communications for \$1,036,000. Seller has no other broadcast interests. Buyer is owned by Paul Butler who was general manager of WWOL(AM)-WWOR(FM) Buffalo, N.Y. through 1979. He has no other broadcast interests. WHLD(AM) is daytime on 1270 khz with 5 kw. WHLD(FM) is on 98.5 mhz with 46 kw and antenna 420 feet above average terrain.

■ **WVLC-AM-WLOM-FM Orleans, Mass.:** Sold by Seashore Broadcasting Co. to Donald Wilks and Michael Schwartz for \$900,000. Seller is Howland Jones, of Chatham, Mass., who has no other broadcast interests. Buyers Wilks and Schwartz (50% each) are president and vice president, respectively, and co-owners (50% each) of WIXY-AM East Longmeadow and WAQY-FM Springfield, both Massachusetts and WPET(AM) Greensboro, N.C. WVLC is daytimer on 1170 khz with 1 kw. WLOM is on 104.7 mhz with 50 kw, and antenna 300 feet above average terrain. Broker: Keith W. Horton Co.

■ **KTFS(AM) Texarkana, Texas:** Sold by KTFS Radio Inc. to Crow Interests for \$900,000. Seller is owned by Hugh Frizzell and Robert Williams (33.3% each), James

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Stewart, James McAlphin and Steve Cropper, (11% each). They also own KBYG(AM) Big Spring, Tex. Buyers are David and John Crow, father and son (35% each); Randy Alewyne and Jim Nicholas (15%). Crows are Shreveport, La., investors; Alewyne is Shreveport petroleum geologist, and Nicholas owns Shreveport advertising agency. They have no other broadcast interests. KTFS is on 1400 khz with 1 kw day, 250 w night. Broker: Chapman Associates.

■ **WLFL-TV** Raleigh, N.C.: Sold by Carolina Christian to Family Television Corp. for \$633,772. Seller is nonprofit religious organization with no other broadcast interests. Buyer is owned equally by N. Grant Cotton and Ladson L. Leathers. Cotton is Durham, N.C. realtor. Leathers owns retail store selling and servicing home entertainment products. They have no other broadcast interests. WLFL-TV is permittee which will operate on ch. 22.

■ **KTTR(AM)-KZNN(FM)** Rolla, Mo.: Sold by Phelps Broadcasting to Robert McKune for \$430,000. Seventy-five percent of seller is owned equally by Dale McCoy Jr., Jack Howard, Allan Dodge, James Geisendorf, Jack Fleming and J.C. Cloud. McCoy is 40% owner of KKOY(AM)-KQSM(FM) Chanute, Kan. Others have no other broadcast interests. Buyer has been president of Phelps Broadcasting since 1967 with 25% interest and will now own stations outright. He has no other broadcast interests. KTTR(AM) is on 1490 khz, with 1 kw day, 250 w night. KZNN(FM) is

on 99.1 mhz with 100 kw and antenna 155 feet above average terrain.

■ **WLAR(FM)** Athens, Tenn.: Sold by Cumberland Broadcasting Corp. to Athens Broadcasting Corp. for \$500,000. Seller is owned by James R. Pickel who has no other broadcast interests. Buyer is owned by Steve Snowden who is president and 50% owner of First Central Corp., Smithville, Tenn., bank holding company. He has no other broadcast interests. WLAR(AM) is on 1450 khz with 1 kw day and 250 w night.

■ **KNOT-AM-FM** Prescott, Ariz.: Sold by Parkell Broadcasting Inc. to Wagonwheel Communications Corp. for \$425,000. Seller is owned by Boyd J. Browning and brother, John. They have no other broadcast interests. Buyer is owned by Alan Harris (49%) and Wycom (51%), Laramie, Wyo., group owner of four AM's and two FM's. William Sims is president and principal owner. Harris is president and 49% owner of KUGR(AM) Green River, Wyo. KNOT is on 1450 khz with 1 kw day, 250 w night. KNOT-FM is on 98.3 mhz with 3 kw and antenna 100 feet above average terrain.

■ **KwCL-AM-FM** Oak Grove, La.: Sold by KwCL Inc. to Keith and Evelyne Baker for \$270,000. Seller is owned by Ira R. Robinson and estate of David Blossman (50% each). Robinson has no other broadcast interests. Blossman's estate is group-owner of three AM's, and two FM's. Buyers previously owned KHBH-AM-FM Monticello, Ark. They have no other

broadcast interests. KwCL is 1 kw daytimer on 1280 khz. KwCL-FM is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Mitchell & Associates.

■ Other proposed station sales include: KLIT(AM) Pomona, Calif.; WYHI(AM) Fernandina Beach, Fla.; WTSB(TV) Albany, Ga.; WNGA(AM) Nashville, Ga.; WBME(AM) Belfast, Me.; KBCC(AM) Cuba, Mo.; KKQQ(FM) Clovis, N.M.; WMVQ(FM) Amsterdam, N.Y.; WRET-TV Charlotte, N.C.; KBAL(AM) San Saba, Tex.; KSUC(AM)-KJMC(FM) Richfield, Utah; WKYY(AM) Amherst, Va.

APPROVED

■ **KAKE-AM-TV** Wichita and **KUPK-TV** Garden City, both Kansas: Sold by KAKE Radio & TV Co. to Chronicle Broadcasting Co. for approximately \$27 million ("In Brief," April 2, 1979). Deal also includes Kansas Information Network, state news service. Seller is principally owned by Sherrill Corwin. Martin Umansky, chief executive officer, has agreed to join Chronicle as president and general manager of new division being formed to operate television stations. KAKE(AM) is being spun off to comply with FCC one-to-a-market rule (see below). Buyer is wholly owned subsidiary of Chronicle Publishing Co., publisher of the *San Francisco Chronicle* and owner of KRON-TV San Francisco, WOWT(TV) Omaha and Western Communications Inc., cable MSO. Paul A. Wischmeyer is president and general manager and Francis A. Martin is vice president of Chronicle Broadcasting. KAKE is on 1240 khz with 1 kw day and 250 w night. KAKE-TV is ABC affiliate on channel 10 with 316 kw visual, 42.7 kw aural and antenna 1,030 feet above average terrain. KUPK-TV is satellite of KAKE-TV on channel 13 with 87.1 kw visual, 17.4 kw aural and antenna 870 feet above average terrain.

■ **KAKE(AM)** Wichita, Kan.: Sold by Chronicle Broadcasting Co. to Misco Broadcasting Corp. for \$2,300,000. Sale is spin-off of purchase of KAKE-AM-TV Wichita and KUPK-TV Garden City, both Kansas (see above). Buyer is owned principally by Misco Industries, which is owned by S. O. Beren. Misco is diversified Wichita corporation involved in textiles, oil and equipment leasing. Beren has been member of board of trustees of KAKE-TV Wichita and less than 1% stockholder for last five years. He has no other broadcast interests. KAKE is on 1240 khz with 1 kw day and 250 w night.

■ **KRMS-AM-FM** Osage Beach, Mo.: Sold by Central Missouri Broadcasting to Lakecom for \$550,000. Seller is owned by James L. Risner who also owns KJEL-AM-FM Lebanon, Mo. Buyer is owned by Alfred C. Sikes, J. Neal Ethridge and Sam M. Arnold Trust (16.67% each); Martha Sikes (wife of Alfred), Noel Boyd, brother, Lloyd, and Gary Cansler (8.33% each); Lynn M. Ewing Jr. and Ortrie D. Smith (8.33% held jointly). Alfred Sikes is owner of Springfield, Mo., media consulting firm and wife is secretary there; Noel Boyd, Cansler and Ethridge are employed by Tindle Mills Inc.,

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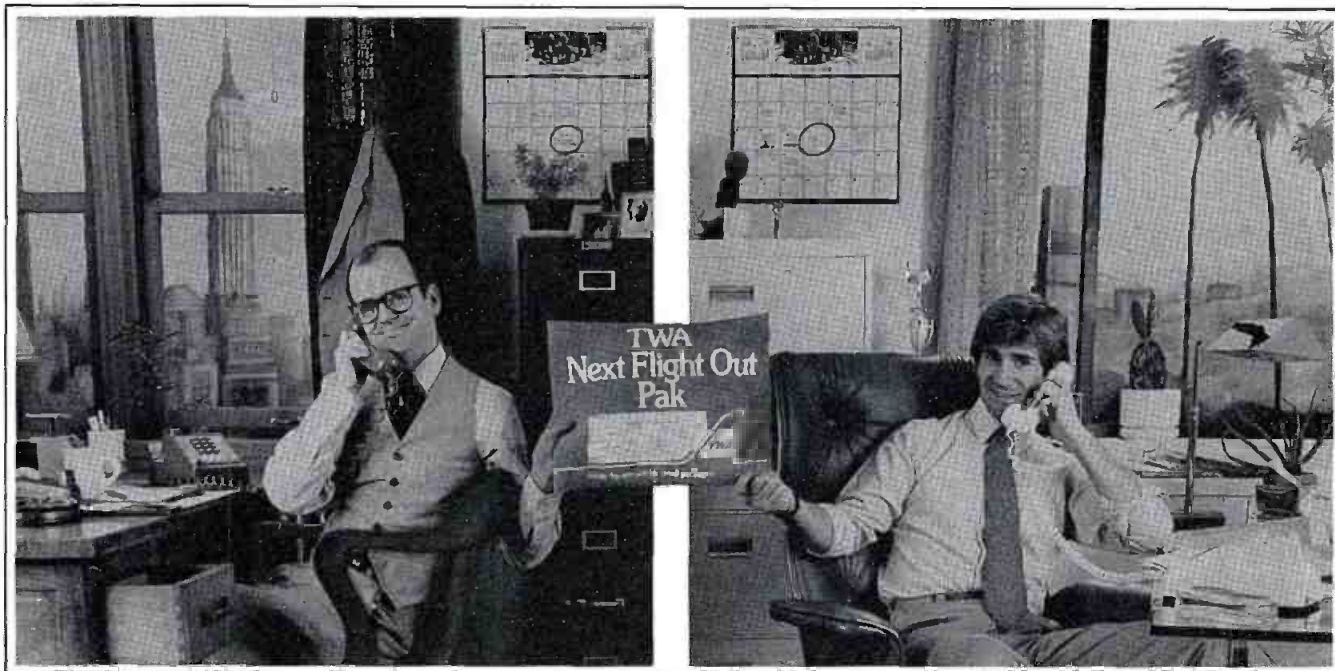
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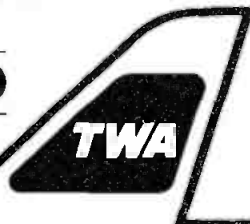
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Springfield, Mo., animal feed manufacturer; Ewing and Smith are Nevada, Mo., attorneys; Lloyd Boyd is Branson, Mo., dairy farmer and John Arnold (trustee of father's estate) is assistant manager of Leawood, Kan., construction company. Ethridge and Alfred Sikes each own 18.18% of KLGT(FM) Breckenridge, Colo. Martha Sikes, Noel Boyd and Cansler own 9% each of KLGT. KRMS(AM) is 1 kw daytimer on 1150 khz. KRMS(FM) is on 93.5 mhz with 2.4 kw and antenna 285 feet above average terrain.

■ Other approved station sales include: WFFG(AM) Marathon, Fla.; WTAI(AM)-WLLV(FM) Melbourne, Fla.; WAVV(FM) Vevey, Ind.; WLCK-AM-FM Scottsville, Ky.; WDHP(FM) Presque Isle, Me.; WWBK(AM) Brockport, N.Y.; WKVQ(AM) Knoxville,

Tenn.; WKGI(FM) New Martinsburg, W. Va.; and KWIV(AM) Douglas, Wyo.

CABLE

■ Community Television Cable System of Lee County Inc., Lehigh Acres, Fla.: Sold by Charles Goldstein and Patricia Papper to Storer Broadcasting for approximately \$2.5 million. Goldstein and Papper have no other cable or broadcast interests. Buyer is group broadcast and cable owner with cable television systems in 16 states serving more than 360,000 subscribers. It also owns seven TV's and one FM. Bill Michaels is chairman. Community Television Cable has 3,250 subscribers. Broker: Communications Equity Associates.

■ Tri River Cable Inc., Abilene, Kan.: Sold by Hollis B. Logan, Walter L. Hoff-

man, Ted B. Gleason, Larry Trimble and Jack Taylor, Jr. to Cardiff Cablevision Inc. for \$2 million. Sellers own cable franchises in Holton, Horton, Hillsboro and Wymore, all Kansas, and Slater, Mo. They have no broadcast interests. Buyer is owned by Cardiff Industries, Denver, holding company for publishing, cable and broadcasting interests. Stanley Searle is chairman of Cardiff Industries, V.L. Patterson is president of Cardiff Cablevision Inc., and Cardiff Broadcasting. Cardiff Cablevision has franchises in Henryetta, Okla.; Canyon, Tex.; Eldon, Lynn Creek, Tipton, Dixon and Tan-tar-a, all Missouri. Cardiff Broadcasting owns KRDF(FM) Spearman and KTUE(AM) Tulia, both Texas. It has FM application pending in Tulia. Tri River has approximately 92 miles of plant with 3,300 basic subscribers.

Programing

Very good year

TVB tally for 1979 shows TV viewing up every month over year-earlier statistics

December made it official, rounding out—for the first time since record-keeping started—a year in which home television viewing levels each month exceeded all previous figures for that month.

The Television Bureau of Advertising, which keeps track using A. C. Nielsen Co. data, had anticipated in mid-December, when it was clear that the first 11 months had all set records, that December might make it a full sweep (BROADCASTING, Dec. 17, 1979). When the December count came in, it showed a one-minute lead over the previous December record of six hours 52 minutes of viewing per TV home per day, set in 1976.

For the year, average daily viewing was six hours 28 minutes per home, 10 minutes more than the previous record, also set in 1976 (and 11 minutes more

than the 1978 average). This, TVB President Roger D. Rice said in releasing the figures, is "a clear indication of the American public's great confidence in television. The increased viewership serves as an endorsement of the television industry's ability to provide the entertainment and information, stimulation and satisfaction viewers demand from the television medium."

CPT syndication chief steps down

Horowitz resigns as president with his plans unclear; Page fills in temporarily

Norman Horowitz, president of Columbia Pictures Television Worldwide Syndication, resigned that office last week. Although no permanent replacement was named, Ken Page, executive vice president of sales, will assume responsibility for all domestic and foreign operations of

the distribution division. The announcement of Horowitz's departure was made last Monday (Jan. 28) by CPT President Larry White, who added that Horowitz would remain as an "adviser" to the division.

Although by reputation one of Hollywood's least reticent executives, Horowitz last week declined to comment about the new order at CPT beyond the prepared statement issued by the company that said, in part, "I feel that changing my capacity at this time will make it easier for me to pursue opportunities which develop later in the year."

Horowitz's contract with CPT is up this year, and it is believed that he has already received offers from at least three other program firms. He is also said to be weighing the possibility of opening his own syndication firm. Citing his contractual arrangement with CPT, Horowitz declined to confirm the speculation about his future, however.

Although Horowitz's departure came within a week of Metromedia Broadcasting Co.'s decision not to continue with CPT's late-night syndication effort, *The Life and Times of Eddie Roberts* (BROADCASTING, Jan. 28), a move that in all likelihood will mean the end of the program after its initial 13-week run, that was not believed to have been a paramount reason for Horowitz's leave taking.

A more likely reason was incompatible management styles of Horowitz and Robert L. Stone, executive vice president and chief operating officer of Columbia Pictures Industries in New York. Stone took over at the parent company in September of 1978, three months after Horowitz was elevated from the title of senior vice president.

Page was named to his current title in November 1978, after having served as Columbia's vice president for European operations in London. (Page was born and educated in England.)

According to the company's announcement, White will be considering Page

**Hours of TV usage
per TV home per day**

	1972	1973	1974	1975	1976	1977	1978	1979
Jan.	7:01	6:58	6:56	7:04	6:59	7:16	7:08	7:20
Feb.	6:52	6:52	6:49	6:55	6:49	6:55	7:00	7:11
March	6:31	6:30	6:37	6:31	6:35	6:32	6:36	6:41
April	6:12	6:13	6:16	6:20	6:11	6:05	6:05	6:26
May	5:35	5:50	5:49	5:39	5:52	5:32	5:46	5:53
Jun.	5:28	5:29	5:32	5:31	5:36	5:24	5:28	5:50
July	5:14	5:29	5:19	5:12	5:33	5:13	5:32	5:46
Aug.	5:26	5:35	5:31	5:16	5:44	5:35	5:42	5:55
Sept.	6:02	6:08	6:08	5:55	6:03	5:55	6:09	6:16
Oct.	6:28	6:31	6:24	6:04	6:28	6:12	6:25	6:32
Nov.	6:50	6:46	6:39	6:26	6:49	6:30	6:44	6:56
Dec.	6:48	6:38	6:46	6:36	6:52	6:46	6:51	6:53
Yearly average	6:12	6:15	6:14	6:07	6:18	6:10	6:17	6:28

Boldface indicates all time high.



Horowitz



Page

"along with other candidates" to succeed Horowitz. White said last week, however, that he had yet to talk to any other candidates for the job. Finally, concerning Horowitz's future relations with CPT, White said that the company "absolutely" will continue making use of Horowitz's expertise in his new role as adviser. White added that he foresaw no immediate changes in the "policy and sales posture" of the firm.

Horowitz's is the third major departure from high echelons of the programing world in as many weeks. Lennart Ringquist resigned as president of Metromedia Producers Corp. three weeks ago, but no successor has been named (BROADCASTING, Jan. 21). And two weeks ago, an executive shuffle at Time Inc. saw Bruce L. Paisner moved out as president and chief executive officer of Time-Life Films in favor of Austin O. Furst Jr., former executive vice president of Home Box Office. Paisner, however, remained a corporate vice president (BROADCASTING, Jan. 28).

The Baptists' best

The Southern Baptist Radio-Television Commission has selected eight broadcasters who will be considered for its two top Abe Lincoln Awards (one in television, one in radio). The other six are to be merit award winners.

The final decisions will be revealed Feb. 28 at the awards ceremony at the Kahler Green Oaks Inn, Fort Worth.

The eight broadcasters:

Mardee McKinlay Birchfield, director of public affairs, KBTU(TV) Denver; Kathryn F. Broman, president, Springfield Televi-

Monitor

Off the ground. Bob Johnson kicked off his Black Entertainment Television at well-attended reception on Capitol Hill and BET began transmitting first of weekly, two-hour programs to cable systems across country via satellite time leased from UA-Columbia Cablevision (Satcom I, transponder 9). First program, one of 39 films BET has rights to, was United Artists' "Visit to a Chief's Son." Reception, held in one of House office buildings, drew large crowd of local politicians and communications people, including FCC Commissioner Tyrone Brown, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and FCC's deputy chief of Broadcast Bureau, Frank Washington. Also among crowd were representatives of six companies that have bought advertising time on BET—Anheuser-Busch Inc., Time Inc., Champale Inc., Pepsi-Cola Co., Sears, Roebuck & Co. and Kellogg Co.—and Gil Lucas of Tele-Communications Inc., giant MSO, which bought 20% interest in Johnson's venture.

Mark your calendars. Thirty-second annual Emmy awards of Academy of Television Arts and Sciences have been set for Sept. 7. NBC-TV will telecast from Pasadena (Calif.) Civic Auditorium.

On line. CBS-owned WCBS-TV New York and KMOX-TV St. Louis have signed to carry Group W Productions' new *John Davidson Show*, talk-program that syndicator is introducing to replace *Mike Douglas Show* (BROADCASTING, Jan. 21). O&O's were first of 78 stations to sign for show, including Westinghouse Broadcasting's five outlets.

Advance notice. Following practice started last fall, NBC-TV will give affiliates this week its March-May schedule of miniseries and movies so they can develop local sales and promotion strategies, Brandon Tartikoff, new president of NBC Entertainment (BROADCASTING, Jan. 21), told Dallas regional meeting of 40 NBC-TV affiliates. Tartikoff, making first appearance in new role, also said NBC will have seven new comedy series ready for prime time by spring. He also reiterated plan to curtail game shows in daytime, replacing them with variety-talk and other formats, including *Today*-like half-hour at 11:30 a.m. NYT (BROADCASTING, Jan. 7).

In the marketplace. *Arthur & Company*, WPLG-TV Miami's children's show for past decade, goes into national syndication next spring (M.A. Kempner is distributing). *Arthur*, featuring people and puppets, also has been airing on WPLG-TV's co-owned Post-Newsweek Stations ... *Road to the White House*, 34 60-second TV shorts from David Blumenthal Associates, is being distributed by King World Productions. It's series of presidential profiles, each with different celebrity hosts, said to include Bob Hope, Henry Fonda, Michael Landon, Dina Merrill, among others ... *Future Flipper* is new animated series from NTA, featuring hero dolphin 100 years hence. NTA's also offering off-network *Music Country, USA, Flip Wilson* and *Dean Martin*, formerly on NBC-TV. So was original *Flipper ... Tell Me on a Sunday*, "musical chronicle of a young Englishwoman who has four love affairs in New York," is available from Metromedia Producers Corp. BBC-TV/MPC special has score performed by London Philharmonic and arranged by Andrew Lloyd Webber ("Jesus Christ Superstar," "Evita") ... Three joint pacts make news: Scholastic Productions and BBI Communications pool resources to develop children's TV syndicated series for 1980, Metromedia Program Productions and Jim Owens Productions join forces for minimum of three prime-time television specials for next season and Television Syndication Group and Janus Television have entered joint distribution agreement for TSG's first-run syndication series ...

Joining the fray. Competition for afternoon air continues to grow, with Viacom, Post-Newsweek Stations and Michael Krauss Productions proposing *Hittin' Home* for early 1981. There's no decision yet on host but "family of regulars" in studio and on road would include Art Linkletter on children; Cathy Cronkite with human interest stories, John Steinberg on consumer affairs, and "San Diego Chicken" of baseball fame who "will handle lighthearted gripe sessions." Pilot week taping is planned this fall.

HBO's wonder years. Home Box Office doesn't expect to continue doubling its subscriber base each year but from year-end 1978 to year-end 1979, it claims to have done just that, from two million to more than four million subscribers. Affiliated cable systems rose from 731 to 1,700. HBO acceptance within systems grew from 37% to 43% of basic subscribers and from 20% to 23% of all homes passed by systems.

Teleworld is learning. Teleworld Inc., New York, has been named worldwide television distributor for Learning Corp. of America, New York, producer of ABC-TV's *After School Specials*, NBC-TV's *Special Treats* and prime-time feature films made by its Highgate Pictures Division. This division recently opened a West Coast office to expand development and production of prime-time programs.

Spinning off and building up. BROADCASTING'S *exclusive* Playlist—established seven years ago to report airplay action of leading contemporary radio stations, and now a standard resource in the field—is being separated from the parent magazine to stand on its own as an independent publication. Effective today (Feb. 4), Playlist—expanded to report the top 100 records in contemporary radio—is being sent by first-class mail to a pilot audience of program directors, music directors, record company executives and others whose principal business it is to keep up with the rapid changes in today's music marketplace. **Charter subscriptions to "Playlist" are \$12 annually to cover postage and handling, with additional copies to the same addressee provided at \$1 each.** "Playback," reporting opinions about and developments within the radio industry, will remain as a weekly feature in the magazine (and will carry the top five records from each week's Playlist). Its horizons are being broadened to cover programing, promotional and other activity across the total spectrum of radio formats.

□ **Early indication.** Entering BROADCASTING'S *Playlist* at 37 this week is the Whispers' *And the Beat Goes On* (Solar), which appears to be getting most of its airplay in New York, where it emerged as a hit on R&B radio and in the discos. Rick Bisceglia, music director at wxlo(fm) New York, reports it is "crossing over very comfortably on the pop level" and is following a pattern of growth similar to that taken by Prince's *I Wanna Be Your Lover* (Warner Bros.) and Kool and the Gang's *Ladies Nite* (De-Lite), both of which grew to become significant contemporary hits nationally.

□ **Adult favorite.** Another record crossing over from R&B radio is Billy Preston's and Syreeta's *With You, I'm Born Again* (Motown), which bolts this week from 54 to 41 on BROADCASTING'S *Playlist*. Enthusiasm is running high among contemporary programmers using the single and reports indicate it is generating an unusual amount of request action. "It's one of those records that stands out," comments Kevin McCarthy, music director at WERC(AM) Birmingham, Ala., who reports mid-day response to it has been especially good. And wxlo's Bisceglia reports "tremendous response from listeners over 25" and classifies it, "a record people will wait for."

□ **Risking rockers.** Three rock 'n' roll records made significant moves on BROADCASTING'S *Playlist* this week. The Knack's *Baby Talks Dirty* (Capitol) enters with a bolt at 60. It precedes the group's forthcoming LP, *But the Little Girls Understand*, scheduled for release by Feb. 11. J. Geils Band's *Come Back* (EMI/America)—a single drawn from the group's recently released LP, *Love Stinks*—bolts from 85 to 54. And ZZ Top's *I Thank You* (Warner Bros.), a single crossing over from AOR radio, bolts from 67 to 49. It was drawn from the group's LP, *Deguello*. While *Talks Dirty* and *Come Back* are too new to have generated much listener response, *I Thank You* has been tested in limited airplay at a growing number of stations in recent weeks. Tom Taylor, program director at WPST(fm) Trenton N.J., calls it, "a good record for top 40 stations trying to bridge an AOR image."

□ **Something special.** ABC Radio Network is putting together package of about 66 hours of radio programing to be carried during 1980 on its four program services. ABC Contemporary Network will broadcast four *Spotlight Specials* featuring key performers and including two rock concerts and repeat presentation of Elvis Presley program. ABC American FM Network will present eight *Supergroup in Concert* specials combining live concert recordings with interviews. Nine country musical concerts will be carried on ABC American Entertainment Network. ABC American Information Network has scheduled four adult contemporary specials and *Memory Weekend* feature. Other programs will follow.

□ **Music is 'Golden.'** Golden West Radio Productions plans early spring release of *Music USA*, weekly, three-hour syndicated radio program. Hosted by California air personality, Don Steele, program will include countdown of top 25 to 30 contemporary records, plus new music previews, LP and cinema reviews, entertainment news and life-style information targeted to 18-to-34 year-old market. *Music USA* will be premier release from company, created last October as syndication arm of Golden West Broadcasters. Roger Carroll, vice president, general manager, says company plans to produce formats, special programs, jingles, TV spots for radio station and provide program consultation.

□ **First five.** These are the top five records in airplay on contemporary radio stations in the U.S., as reported by *Playlist*. (1) *Rock With You* by Michael Jackson on Epic. (2) *Do That To Me* by Captain & Tennille on Casablanca. (3) *Crazy Little Thing Called Love* by Queen on Elektra. (4) *Coward of the County* by Kenny Rogers on United Artists. (5) *Deja Vu* by Dionne Warwick on Arista.

sion Corp., Springfield, Mass.; Philip E. McDonald, vice president and general manager, WCKY(AM) Cincinnati; Michael H. Dougald, president and general manager, WRGA(AM)-WQTU(FM) Rome, Ga.; David R. Plyler, public affairs director, wxii(tv) Winston-Salem, N.C.; James V. Shircliff, president and general manager, WLLL(AM)-WGOL(FM) Lynchburg, Va.; L. T. Shoemaker, community affairs director, WROM(AM) Rome, Ga., and Marilyn F. Solomon, corporate relations director, KCOP(TV) Los Angeles.

The new line-up

ABC-TV and Major League Baseball have jiggled their 1980 schedule "experimentally" to provide up to eight consecutive Sunday games (from Aug. 17 through the end of the regular season, Oct. 5, mostly a 3 p.m. NYT) and to cut Monday-night games from eight to five (all in June and all to start at 8:30 instead of 8). Baseball officials said the schedule still encompasses 13 games but provides more continuity and would permit pairing of June Sunday broadcasts with NBC-TV's *Saturday Game of the Week* for back-to-back pairing of important series games and will free Monday nights (except in June) for ABC-TV affiliates to present local teams.



Getting started. The U.S. Chamber of Commerce last week took another step towards the construction of its new telecommunications center in Washington (BROADCASTING, Feb. 19, 1979). At a symbolic groundbreaking Jan. 29, chamber President Richard Leshner turned the first shovel from the court within the chamber's existing site, where the center is to be built. Among those present, all with the chamber (l-r): Larry Butler, radio producer; Karna Small, moderator of the syndicated *It's Your Business*; Leshner, and Robert Adams, manager of the broadcast center. The multimillion dollar project is scheduled for completion in fall 1981.

Demand exceeds supply of Westar transponders

Nine are leased for at least two years by noncable users, including ABC and CBS

Nine companies have taken advantage of Western Union's marketing strategy and signed up for full-time transponders on Western Union's three-satellite Westar system.

The nine include five companies that have been on Westar almost since its inception. CBS, the Hughes Television Network and the Robert Wold Co. have had bulk-time arrangements with Western Union, and ABC and the Spanish International Network have subleased considerable amounts of time through Wold and Hughes, respectively.

The other four are new to Westar. The Satellite Communications Network plans to join Wold and Hughes as a resale carrier. The Cable News Network will use its transponder to bring feeds from around the country back to its home base in Atlanta. Video Communications Inc.'s plans called for four different services on its transponder, and Bonneville International Corp., a group broadcaster, has signed up for a transponder for in-house and data-transmission services.

Although some of the companies haven't signed final contracts with Western Union, most are expected to begin operations with their full-time transponders some time this month. The initial service is being provided with a month-to-month lease under an existing tariff. But when a new tariff becomes effective—expected on March 3—the companies will all lease transponders on a long-term basis, with a minimum lease of two years.

The assignment of full-time transponders and the offering of the new tariff are parts of a Western Union marketing strategy mapped out early last summer and designed to accommodate broadcasters and other noncable users.

To effect the strategy, Western Union filed the new tariff at the FCC in October, and James Ragan, Western Union's vice president of broadcast services, sent letters to all companies that had requested transponders, asking them to confirm their requests by early December.

According to Ragan, 19 companies replied to his letter with "firm orders," but because Western Union had allocated only nine transponders to the new service, only nine will be able to lease transponders. Western Union has reserved the remaining satellite time for occasional-use customers, Ragan said.

Having been a heavy user of the Westar

facilities in the past, CBS expects little to change under the new set-up. Gordon Batten, director of network transmission at CBS, said that despite the changed conditions, it will be "business as usual."

Batten discounted the idea that the decision to acquire the transponder was motivated by fear that available satellite time might dry up. Western Union "assured us a long time ago that they would take care of the occasional users," Batten said.

Asked why the network did opt for the transponder, Batten said that if CBS had not felt the move would save money, CBS "would not have purchased it." And, he added later, the transponder guarantees the network immediate access to the satellite system. Batten had no idea whether CBS Chairman William S. Paley was the motivating force behind the move, as reported ("Closed Circuit," Jan. 28).

Batten said that although CBS is "contemplating the possibility" of acquiring its own earth stations, it will use Western Union's ground facilities to start.

Batten said CBS, unlike the others, would be signing the minimum two-year lease and added that CBS's final agreement with Western Union hasn't been signed yet and that the network "might

change its mind."

ABC, which has been subleasing most of the satellite time it needs for news and sports from Wold and directly from Western Union, was a little more excited about its new-found capacity than CBS.

Bill Heinz, director of traffic, said that ABC's move to the transponder was warranted by the great amount of occasional-use time it has been buying. And, he said, "we wanted a transponder before, but there were none to be had."

Heinz said that "bulk time is a function of availability," but that the lease of a full transponder is "an open pipe." Heinz also said that the transponder is "operationally more efficient" and financially a bargain.

The annual cost of the transponder will be the same as the cost of the 2,000 hours of occasional-use time the network bought last year, Heinz said. And if the number of hours increases in 1980—and he expects it will—"the per-hour charge will come down."

As for earth stations, Heinz said that ABC is "looking at a whole bunch of options," but that it has no immediate plans to acquire any. He did say, however, that the network has asked Western Union for a specific transponder assignment that

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Hi-yo, silver, away. Soaring silver prices may be best thing that's happened lately for sale of electronic newsgathering gear. They've added 35% to 45% to Eastman Kodak's charges for film stock for TV news and theatrical and TV entertainment films, effective over past weekend. That's on top of increase that went into effect last fall. Silver is key element in photographic films and papers; Eastman says it buys 50 million ounces per year. Price at start of 1979 was \$5.40 per ounce; late last week it was around \$35. That's more than 500% increase.

Power proposals. Working group of nations preparing for Region 2 conference on AM broadcasting adopted recommendation for conference that would limit new Class A stations, those providing service over "extensive primary and secondary" area, to 50 kw. Existing stations with more than 200 kw would be required to reduce power to that level. Maximum power for all Class B stations, those providing regional service, would be 50 kw. And Class C stations, those serving city or town and contiguous suburban area, would be limited to 1 kw daytime, except in poor reception areas, where limit would be 5 kw. Maximum power at night would be 1 kw, under recommendation. Recommendation, which follows U.S. proposal, was among number adopted by working group at meeting in Sao Paulo, Brazil, in mid-January.

Ding, Ding. United Press International moved a little closer to its goal of delivering its news services to newspapers and broadcast stations by satellite last week with signing of contingency orders for supply of earth stations with Farinon Video and Satellite and the Satellite Communications Division of Harris Corp. James F. Darr, UPI's vice president for systems development called move "another significant step toward the eventual conversion of our more than 5,000 subscribers to satellite reception." Darr said that Harris and Farinon are expected to supply about one-third of 3,700 earth stations UPI will need to serve its customers. (Many subscribers will be able to share earth stations). Other stations will come from variety of other manufacturers. Total cost of buying and installing 3,700 earth stations is not easily determinable as cost of single station will run anywhere from \$4,200 to \$8,200, depending on services received and number produced by each manufacturer. Darr said first to receive earth stations will be radio stations subscribing to UPI's audio and teleprinter services, but that all subscribers should be linked to system by 1982. UPI will use multiplexing equipment manufactured by Control Resources. General Data and Coastcom.

Another black box. Bell Canada has come up with device that sits on top of television set and records in microprocessor what channel is being watched. Information can be retrieved from memory through telephone line. Such device has many possibilities. It can be used to monitor viewer preference of programming and would allow cable system or STV operators to bill subscribers on per-program basis. Although prototype of device has been made, production model isn't expected for some time.

Two in one. RCA Americom and RCA's David Sarnoff Research Center have installed microwave link between New York and RCA Americom's facility at Vernon Valley, N.J., capable of transmitting two video channels in bandspace normally required for one. According to John Christopher, vice president of technical operations for RCA Americom, performance of experimental system "is comparable to that achieved with prior transmission techniques. It yields high-quality television pictures that meet the stringent requirements of the cable TV industry."

Going to seed. Group of manufacturers and government agencies and University of Kentucky have gotten together to provide new video services to farmers. Green Thumb, as service is known, links data bank of university containing such information as weather, seed germination times and weed growth factors to home of farmer via telephone line. Heart of system is Green Thumb box, developed by Grumman Data Systems and manufactured by Motorola. Box is interface between telephone line and television set. Cost of box is estimated at \$215.

Refurbishing. Chronicle Broadcasting Co., San Francisco, has ordered new equipment from RCA Broadcast Systems for KRON-TV San Francisco and WOWT-TV Omaha, Neb. Stations will be installing RCA TV film cameras, ENG cameras and videotape cartridge recorders valued at more than \$900,000.

Hot time in Lodi. Fire earlier this month at ABC's Lodi, N.J., field shop destroyed mobile unit with 10 color cameras and caused smoke damage to two other vans. ABC said however, that no threat is posed to next month's winter Olympics coverage in Lake Placid, N.Y. According to ABC spokesperson, fire is believed to have broken out either late Wednesday (Jan. 23) or early following morning. Network, which puts replacement cost for van at \$1.3 million, is insured through Birmingham Insurance. ABC said cause of fire still is under investigation.

would make an earth station atop ABC's New York headquarters feasible.

He said that earth-station facilities can be leased from a number of sources, including Western Union and the new Wold subsidiary, Satelink of America.

Hughes and Wold, as major resale carriers, had no problem justifying their move to the transponder service. Both see the move as financially beneficial, insurance against the unavailability of satellite time and an opportunity to improve service.

Robert Patterson of Wold said that the company is pleased to get a transponder on the present Westar system, but is keeping its options open and would consider switching to a transponder on Westar IV or Advanced Westar when they are launched. (Westar IV is planned for flight in late 1981 and Advance Westar, which will have some 12 ghz of capacity, is scheduled for 1983 at the earliest.)

Patterson said that under the new tariff, the customer might sign up for a minimum of two years but that a customer that signs for three or more years is entitled to the same reduced hourly rates that the bulk users were under the old tariff. Patterson considered this important since Wold will certainly need to buy occasional time for those times when it has more than one signal to send.

Patterson agreed that another way to get the extra time was through a time-sharing arrangement with the other transponder leasees. He said that because of the limited supply, Western Union restricted each of its customers to just one transponder and added that if "somebody else has transponder time we would like to buy it."

The idea of time sharing was also raised by Julius Barnathan of ABC, who thought the most efficient use of the transponders would be to exchange hours it couldn't use. "CBS could use [extra hours] on Sundays, and we could use them on Saturdays." CBS's Batten, however, didn't express much interest in the idea. "CBS is not normally in the brokerage business," he said.

Patterson said Wold would lease its transponder on a "unprotected, nonpre-emptible" basis at a price of just over \$1 million per year. For an additional \$800,000, Patterson said, he could lease a "protected" transponder that guarantees a backup transponder should the primary transponder fail, but Patterson sees no need for it. Patterson said that Westar's transponder reliability "has been extremely good. It's a phenomenal record."

Gary Lippmann of Hughes said that the move was in "our best interest and in our clients' best interest." He said the business that Hughes and Wold are in has matured to a point where a full-time transponder is necessary, and the new service allows Hughes to put together "the most favorable package of facilities."

He also admitted that the "problem of losing out" was "a consideration, but not a major consideration." He said that there is a certain amount of time available under the bulk time arrangement and that "if we were shut out, we would have to go to each entity that has bought a transponder

and work a deal with each owner."

The Spanish International Network, which has been transmitting its Spanish-language programming through time bought from Hughes, has liberated itself from the resale carrier.

Fred Landman, president of SIN, said that as of last Friday SIN was "no longer at the mercy of occasional service." And, he added, the transponder gives SIN more flexibility by allowing changes and additions to the program schedule. "The economics are right too," he said. Landman also said the additional time the transponder would make available would allow SIN to expand its weekly program schedule by 25 hours, starting in March.

Landman was one of the few who knew where his signal would be—Westar II, transponder six. And Landman plans to remain there as long as possible. He said that he has contracted with Western Union for the "maximum service available."

Among the newcomers to Westar is one more closely associated with cable and RCA Americom's Satcom satellite system than with broadcasting—the Cable News Network, Ted Turner's multimillion dollar attempt to provide cable systems throughout the United States with a 24-hour news service, starting June 1.

CNN will distribute its programming to the cable systems over Satcom, but will use its Westar transponder to bring news feeds and other remote reports back to the seven earth stations it is installing in the backyard of its headquarters in Atlanta.

Burt Reinhardt, executive vice president of CNN, said that CNN will probably have two antennas looking at its transponder (six on Westar III) so that it can pick up two video signals off the single transponder.

Reinhardt said that he doesn't want any part of a time-sharing arrangement. "Our needs are going to be so great that we're not going to have much time available... Everybody else is looking at off-hours. We have a definite need. That's the difference between us and the rest."

Satellite Communications Network may have the most ambitious plans of all the new transponder users. According to Noah Mandell, head of SCN, the company plans to be a major resale common carrier and has filed at the FCC to obtain that status.

SCN is a subsidiary of Prime Network, a joint venture of Continental Consultants, a New York capital financing company, and Digital Video Network. It will be unique among the resale carriers in that it will have access to both the Satcom system and the Westar system. Mandell said that SCN has been guaranteed a transponder on Satcom's secondary cable bird, along with 10 or 11 other cable programmers that came too late to squeeze on Satcom I.

If all goes according to Mandell's plans, SCN will also be distinct from the other resale carriers because of the extensive earth-station capacity he has planned (Wold and Hughes will continue to rely primarily on the earth station facilities of Western Union).

Mandell said that he plans to install 20

uplinks in the top-20 markets that will be big enough to handle high speed data transmission, and 400 smaller earth stations throughout the country. That will be primarily for downlinking but with some uplink capability.

In addition to his common carrier plans, Mandell also plans to do some cable programming. Mandell said that SCN owns Midwest Teleproductions, which holds the rights to sporting events emanating from Cleveland's Richfield Coliseum, and the Ohio Premium Network, a package of Ohio sports augmented by other types of programming.

There is one other feature of SCN that will set it apart from others in the field. Mandell claims that within 18 to 30 months, he will be transmitting video signals in the digital mode, primarily for the video conferencing service he also envisions.

Video Communications Inc. has more conventional plans for the transponder that it has leased. Through a subsidiary, VCI Satellite Ltd., it will, according to a spokesman, offer four services over the single transponder—two video and two

audio-only. The primary video service is similar to the service it offered last fall over the Satellite Programming Network on Satcom I. It will provide universities, hospitals and remote locations such as offshore drilling rigs with motion picture packages. The other video service is solely for business for video conferencing, and employee training.

The two audio services will be 24-hour background music, one formatted country and one adult contemporary. According to the spokesman, the service is intended primarily for background music in hospitals and offices, and holes will be left in the programming for commercials and announcements.

Bonneville International Corp., owner of five AM's, seven FM's and two television stations, plans to begin operation of its transponder on Feb. 15. The channel will be used to transmit material from Bonneville's Washington news bureau to its stations, KSL-TV Salt Lake City and KIRO-TV Seattle. The transponder will also see use to send sports and other special programming and, eventually, audio and data transmission.

PBS, WU deal looks good at the FCC

Commissioners indicate readiness to OK proposal in which satellite firm could use PTV system's earth stations, but they want staff to clear up common carrier implications

Western Union feels it has won the battle, but it will have to wait a while before it can celebrate and reap the spoils. The FCC last week deferred action on WU's application for authorization to lease time on the earth station facilities of the Public Broadcasting Service. But during discussion of the matter at an open meeting, it became clear that a majority of the commissioners agreed with the FCC staff in favoring the idea.

An approved application would specifically allow Western Union to lease time on the PBS uplinks in Washington, New Orleans and Houston and open the door to Western Union use of PBS's 150

receive-only earth stations across the country.

The FCC sent back the staff's report, however, because of questions raised primarily by Commissioners Joseph Fogarty and Tyrone Brown concerning what effect the application would have on the status of PBS. Fogarty and Brown both felt that to approve the application might make PBS a common carrier.

The staff was instructed to insert new language into the report to clear up the common carrier question. Once that is completed the report will be circulated among the commissioners for a formal vote, which is expected to be an affirmative one.

Following the meeting, James Ragan, Western Union's vice president of broadcast services, was optimistic that formal approval of the application would be forthcoming. He noted that most of the commissioners expressed support for the

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plans and said that "the mills are grinding positively."

Philip Verveer, chief of the Common Carrier Bureau, who argued in favor of the application, said afterwards: "I think they favor it to a man. It's just a matter of working out a few details."

Terry Reideler, who presented the staff's case, said that it "will try to make more coherent argument" to satisfy the commissioner's concerns on the common carrier question. He said that the new report should be ready in a few days.

At PBS, Larry Horn, an associate general counsel, said that there was some disappointment that they weren't able to get an affirmative decision, but he said the PBS was "definitely encouraged by the feeling that the commissioners are favorably disposed" to the proposal. He added that it is "the view of PBS that the issues raised at [the meeting] were not particularly troublesome when the facts are arranged in a good way."

■ In another common carrier action, the FCC voted unanimously to fully implement a policy established in a decision last fall that allowed competition in the satellite carriage of international video and data.

According to Jane Mago, prior to the Spanish International Network decision of November 1978, all international video and data satellite traffic was handled on a rotating basis by ITT, AT&T, RCA and Western Union International. The 1978 decision permitted SIN and any other



home, sweet home. After eight years of litigation, value broadcasting finally got the station it was after, and the new owners of KVBC(TV) Las Vegas—formerly KORK-TV—began construction immediately on new facilities. The \$1.8-million studios, expected to be completed next May or June, will occupy 20,000 square feet. Also under construction is a new transmitter building and antenna on top of Black Mountain, which is 3,462 feet above sea level and 2,000 feet higher than the station's current antenna. The transmitter is expected to be finished some time next February.

television users such as the networks to make their own terrestrial interconnection and space segment arrangements with the Communications Satellite Corp. without going through an intermediary carrier.

Matsushita enters videodisk derby

With announcement of plans to market JVC's VHD system, it joins RCA and Phillips in battle for consumer market

There were several ways to look at Matsushita's announcement that it was throwing its support behind the VHD (Video High Density) videodisk system, described as an "electro-tracking capacitance pickup system," which was developed by its subsidiary, Victor Co. of Japan (JVC). Matsushita addressed the issue in terms of "a long desire to standardize the videodisk system for both companies"; the parent company had previously been developing a separate "groove-guided pressure pickup system."

Industry observers, on the other hand, saw the announcement as adding a third competitor to the contest for the consumer videodisk player field, behind the Philips' MCA optical system and RCA's capacitance SelectaVision disk system.

Still another implication that could be drawn is that this move further identifies capacitance systems, as opposed to optical ones, as the consumer edge of the videodisk field. According to Matsushita, its player will be competitive in price with RCA's unit, which has been pegged about one-half to two-thirds the cost of the optical units produced by Philips' Magnavox subsidiary.

In making the announcement, Matsushita said "after comparative analysis of JVC's system and Matsushita's system, both companies concluded that both systems have reached a state in which they can be commercialized with the assurance of reliability and the benefit of mass production capabilities." The only hint of why

the JVC system won out was the explanation that "after long sessions of talks Matsushita and JVC agreed to adopt the JVC VHD system which has multiple functions and further possibilities to be developed."

The VHD disk's information is recorded as pits on its surface, with no grooves guiding the pickup stylus. Instead, both the information and tracking signals are said to be detected as capacitance variations between the disk surface and the stylus's electrode. According to Matsushita, the lack of grooves allows for such special functions as random access, slow- and fast-motion playback and freeze frame.

Except for the indication that the companies first intend to introduce the players in Japan, no marketing plans were announced. The scheduling of the introductions was said to depend on the number of outside firms that agree to license the system. Matsushita and JVC will "both pursue the objective of marketing JVC's VHD system to other manufacturers," with their stated goal the adoption of the VHD system as the standard for Japanese videodisks.

Matsushita let it be known that it was not abandoning optical technology completely, but will continue to investigate that and other approaches to videodisk systems. Still, the suggestion was that the company believes optical systems are best suited to industrial applications, without ruling out the use of the VHD system by industry.

A "very important feature" claimed for the VHD technology is that disks can be produced in "basically the same facilities" that currently manufacture audio disks. It remains uncertain whether Matsushita or JVC will manufacture disks for the system.

BBC's better converter

The BBC has introduced a new television standards converter that it claims is a breakthrough in the field. BBC engineer Gwyn Morgan said the converter is the first operational unit that stores four television fields instead of two, which, he said, improves picture quality.

The converter can be used in both direc-

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tions—from most international standards to or from the 625 line PAL system used in the UK. It lacks only the capability to convert from Pal-M used in South America. Morgan said it converts in either direction with equal quality.

The BBC is using the equipment both to convert material from the U.S. and to change programs being exported from England to countries with other standards. The unit also acts as a transcoder between SECAM and PAL systems, both of which are 625 lines.

Morgan said the unit can take in a series of feeds with different standards and automatically switch back and forth into the correct mode. The BBC says this is especially useful for feeds on the Eurovision network which come in different standards.

BIB endorses WARC agreement

RFE/RL overseer urges Senate ratification of treaty, says that even if U.S. didn't get all it sought in shortwave, interference will be reduced and jamming is being aired as an issue in international forums

The Board for International Broadcasting, which oversees and grants funds to Radio Free Europe/Radio Liberty, has become the first government-funded agency to urge Senate ratification of the agreement reached at the World Administrative Radio Conference that concluded last month. The board says the conference's results "can promote a freer and more balanced flow of information between nations."

The board, which expressed its views in its sixth annual report, to be submitted to Congress this week, noted that the U.S. did not realize all of its WARC objectives to increase frequency bands available for shortwave, where RFE/RL broadcast. Indeed, the failure of the conference to provide for the 200 khz of high frequency space in the 6 mhz and 7 mhz bands that the U.S. and a number of other countries had sought caused the U.S. and 24 of its allies on the issue to take a reservation—that is, declare their refusal to be bound by the conference's decision. The U.S. feels that a conference to be held in the mid-1980's to plan for more equitable use of the high frequency broadcasting bands cannot succeed without use being made of the 200 khz in the 6 and 7 mhz bands (BROADCASTING, Dec. 17, 1979).

However, the board says that, as a result of WARC '79, congestion and interference should in time be reduced substantially and reception of high frequency broadcasts should be "clearer and stronger." The board noted that the conference agreed to an increase of 850 khz in the HF bands between 9 mhz and 21 mhz, an over-all increase of 33%. For the U.S., this will benefit RFE/RL, the Voice of America, Armed Forces Radio and several private broadcasters.

The board also expressed satisfaction

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over the U.S.'s statement at the conference condemning jamming of international shortwave broadcasts and stating that the U.S. reserved the right to "take necessary and appropriate actions to protect its broadcasting interests." The board said the "continued jamming" of RFE/RL broadcasts to the Soviet Union and other East Bloc countries violates international agreements and that, as a result, WARC '79 was an "appropriate forum" for the U.S. statement.

The board also said it regarded the statement "as a significant step toward fixing the problem of jamming on the current agenda of international negotiation." It said that in view of the U.S. position—stated under two administrations—declaring that jamming is contrary to the letter and spirit of the Helsinki Final Act regarding international cooperation, to which the U.S. and Soviet Union are signatories, it expects the U.S. to make a major effort on jamming at a conference to be held this

year in Madrid to review the work at Helsinki.

Besides urging Senate ratification of the WARC agreement, BIB paid tribute to the role of Glen O. Robinson, the former FCC commissioner who served as chairman of the U.S. delegation with the rank of ambassador. The board said the "favorable results" of the conference regarding high-frequency broadcasting "are a tribute to the untiring efforts and leadership of Ambassador Robinson."

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 21 through Jan. 25.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz.—kilohertz. kw.—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM applications

■ Ft. Walton Beach, Fla.—Pinnacle Bdcg Corp. seeks 96.5 mhz, HAAT: 573 ft. Address: Box 1059, Ft. Walton Beach 32548. Estimated construction cost \$170,713; first year operating cost \$50,000; revenue \$150,000. Format: Contemporary. Principals: William Seaver (35%); wife Wilma (15%); James Weasley (35%); wife Brenda (15%). Seaver is general manager of WMAK(AM)-WBWQ(FM) Nashville. Weasley is sales manager of sale. They have no other broadcast interests. Ann. Nov. 29, 1979.

■ Ft. Walton Beach, Fla.—Juanina Inc. seeks 96.5 mhz, 100 kw, HAAT: 502 ft. Address: 17 Racetrack Rd. Ft. Walton Beach 32548. Estimated construction cost \$223,896; first quarter operating cost \$13,735; revenue

\$243,000. Format: Beautiful Music. Principal: John Markowski (100%) who is Ft. Walton Beach dentist. He has no other broadcast interests. Ann. Nov. 29.

■ Starke, Fla.—First Baptist Church seeks 88.3 mhz, 4.5 kw, HAAT: 159 ft. Address: Corner of Clarke & Jefferson Sts., Starke 32091. Estimated construction cost \$11,500; first year operating cost \$1,000; revenue none. Format: Religion. Principal: Non-profit religious org. Ben P. Bryant is pastor. Ann. Nov. 29.

■ Vinita, Okla.—DLB Bdcg. Corp. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: Route 1, Vinita 74301. Estimated construction cost \$33,925; first quarter operating cost \$12,575; revenue \$60,000. Format C&W. Principals: Leona Boyd, son David and William Davis one-third each. Leona is farm owner, David owner of salvage co., Davis is Bixby, Okla. broadcast consulting engineer. They have no other broadcast interests. Ann. Nov. 29.

■ Chelan, Wash.—Northcentral Bdcg Co. seeks 93.5 mhz, .044 kw, HAAT: 1810 ft. Address: 137 E. Woodin Ave., Chelan 98816. Estimated construction cost \$33,000; first year operating cost \$23,000; revenue \$18,000. Format: MOR. Principals: Jerry E. Isenhardt and Don C. Isenhardt (50% each). Jerry is president of Northcentral Bdcg. licensee of KOZI(AM) Chelan. Father Don is partner in Wenatchee, Wash., real estate firm. They own KOZI(AM) Chelan. Ann. Nov. 29.

■ Buffalo, Wyo.—Buffalo Communication Corp seeks 92.7 mhz, .3548 kw, HAAT: 880 ft. Address: 3 South Main Buffalo 82834. Estimated construction cost \$29,500; first quarter operating cost \$13,225; revenue \$60,000. Format: MOR. Principals: Lee Keith; Marjorie Millhouse and Greg L. Goddard (33.3% each). Keith is clothing store owner in Buffalo; Millhouse is administrative assistant for Stafford Well Service, Buffalo; Goddard is Buffalo Attorney. They have no other broadcast interests. Ann. Nov. 29.

FM actions

■ Columbia, La.—KCTO Inc. granted 103.1 mhz, 2.6

kw, HAAT: 288 ft. Address: Radio Rd. Columbia 71418. Estimated construction cost \$13,800; first year operating cost \$48,000; revenue \$98,000. Format: gospel. Principals: Ernest Sandidge (80%) and Tom Gay (20%). Sandidge owns Communication Service Center, distributor for RCA and General Aviation Products. Sandidge and Gay own (in 80-20% shares respectively) KCTO-AM Columbia and KIPL-AM-KBED-FM Lake Providence, La.

■ Albion, Mich.—Broadcast Bureau denied (because proposed operation would interfere with WSAE(FM) Ann Arbor) Albion College 88.9 mhz, 100 kw, HAAT: 100 ft. Address: 611 E. Porter Street, Albion 49224. Estimated construction cost \$37,099; first year operating cost \$20,000; Principal: nonprofit educational institution. Bernard T. Thomas is president. Action Jan. 17.

■ Sweet Briar, Va.—Sweet Briar College granted 91.5 mhz, 10 w, HAAT: 218 ft. Address: Rt. 29 Sweet Briar 24595. Estimated construction cost \$2,300; first year operating cost \$1,800. Format: Educational. Principal: Private education institution. Action Oct. 29.

■ Walla Walla, Wash.—Broadcast Bureau granted Capicorn Communications Corp. 95.7 mhz, 100 kw, HAAT 1400 ft. Address: P.O. Box 513 Walla Walla 99362. Estimated construction cost \$95,551; first year operating cost \$52,624; revenue \$60,000. Format: MOR. Principal: Applicant is owned (100%) by James C. Nelly who also owns KUJ(AM) Walla Walla. In the past he worked for Honolulu and Tacoma, Wash. radio stations. Action Jan. 8.

TV Actions

■ Prescott, Ariz.—Broadcast Bureau granted William H. Sauro ch. 7; ERP: 8.79 kw vis., 1.76 kw aur., HAAT: 2814 ft.; ant. height above ground 7920 ft. Address: PO 391 Phoenix 85001. Estimated construction cost \$427,000; first-year operating cost \$100,000; revenue \$436,000. Principals: William H. Sauro who owns advertising and travel agencies in Phoenix. He has no other broadcast interests.

■ Macon, Ga.—Broadcast Bureau granted Russell-Rowe Communications ch. 24; ERP: 1280 kw vis., 304 kw aur., HAAT: 802 ft.; ant. height above ground 890 ft. Address: 1800 Century Blvd., Suite 340 Atlanta 30345. Estimated construction cost \$1,613,200; first-year operating cost \$370,000; revenue \$800,000. Legal counsel: Lohnes & Albertson; consulting engineer: Palmer A. Greer. Principals: Herman Russell (56.6%); Howard Rowe (33.3%), James Coclin (10%). Russell is realtor and owns 10% of WSNE(AM) Cumming, Ga. and 51% of WDGL(AM) Douglasville, Ga. Rowe is Atlanta businessman who holds CATV franchise for Forsythe County, Ga. Action Jan. 8.

■ Macon, Ga.—Broadcast Bureau dismissed application of Middle Georgia Communications Inc. for ch. 24; ERP: 1500 kw vis., 297 kw aur., HAAT: 806 ft.; ant. height above ground 918 ft. Address: 10001 Abercorn St. Savannah, Ga. 31406. Estimated construction cost \$2,018,907; first-year operating cost \$610,800; revenue \$492,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Lohnes & Culver. Applicant is wholly owned by Capital Communications Inc., owned by J.C. Lewis Jr., who also owns WLTX(TV) Columbia, S.C., and WJCL-AM-FM Savannah, Ga. Action Jan. 7.

■ Newark, Ohio—Broadcast Bureau granted Christian

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Television of Ohio ch. 52 ERP 21.5 kw vis., 2.15kw aur., HAAT 395 ft.; P.O. address: c/o Michael F. Riley, 8869 National Rd., SW, Pataskala, Ohio 43062. Estimated construction cost \$108,717; first-year operating cost \$101,592; revenue \$240,000. Principal: is a non-profit corporation, Michael F. Riley is president, Janet F. Riley (wife) is secretary, Julian K. Davis is treasurer. Principal has no other broadcast holdings. Action Jan. 9.

TV licenses

- The following TV licenses have been granted:
- *WCTE Cookeville, Tenn. (BLET780807LZ).
- WGNN Winston-Salem, N.C. (BLC-790930KH).

Ownership changes

Applications

■ KNOT-AM-FM Prescott, Ariz. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw)—Seeks assignment of license from Parkell Bcstg Inc. to Wagonwheel Communications Corp. for \$425,000. Seller: Boyd J. Browning (60%) and brother John K. Browning (20%) are the principal owners. Buyer: Alan W. Harris (49%), Wycom (51%), a Laramie, Wyo. group. Harris is president and director of Wagonwheel and treasurer of Wycom (.9% interest in latter). Other shareholders of Wycom are: William Sims, president (68.3%); Fred Sena (7.7%); Phil Riske (.2%); Robert Flotte (20.7%); Don Hargis (2.1%); and Sam Ishmael (.2%). Harris is president and general manager and 49% owner of KUGR (AM) Green River, Wyo. Wycom owns 51% of KWYO (AM)-KLWD (FM) Sheridan: KUGR (AM) Green River, both Wyoming; KPSS (AM) Alamogordo: KVSF (FM) Santa Fe, both New Mexico. Ann. Jan. 11.

■ KJAZ (FM) Alameda, Calif.: seeks assignment of license from Patrick Henry to Lionel Wilson and Ronald Cowan for \$1.4 million. Henry has no other broadcast interests. He tried to sell station last Feb. under distress sale policy (health reasons) to Filipino partnership but Commission failed to act on the merits of the case, presumably because price was too high (\$1,675,000) for distress sale conditions. Buyer is owned equally by Wilson, black mayor of Oakland, Calif., and Cowan, Alameda land developer. They have no other broadcast interests. KJAZ is on 92.7 mhz with 1.85 kw and antenna 370 feet above average terrain.

■ KLIT (AM) Pomona, Calif. (AM: 1220 khz)—Seeks assignment of license from Gore Broadcasting Inc. to Creative Communications Associates for \$80,000. Seller: Harold W. Gore who also owns WTOW (AM) Towson, Md., WGOR (AM) Toledo and WZIP (AM) Cincinnati, both Ohio, and WINQ (AM) Tampa, Fla. Buyer: John M. Boyd and Thomas E. Steele 50% each. Both are Garden Grove, Calif. based broadcast consultants, and have 10% interest (each) in stations KFEL (AM) Pueblo, Colo., and KKIM (AM) Albuquerque, N.M. Ann. Jan. 18.

■ KCOY-TV Santa Maria-Santa Barbara, Calif.: seeks assignment of license from Helen Pedotti, Mile Acquistapace, Burns Rick, Robert Burris, and others to Stauffer Communications Inc. for \$7 million cash. Sellers have no other broadcast interests. Buyer is Topeka, Kan. group-owner (publicly traded) of seven AM's, three FM's and one TV. Stanley Stauffer is president. Buyer also owns Kansas City Royals Radio Network, All American Network, both Topeka, and 50% Total TV of Amarillo (CATV) Amarillo, Tex. KCOY-TV is CBS affiliate on ch. 12 with 115 kw vis. and 22.9 kw aural and antenna 1940 ft. above average terrain. Broker: Hogan-Feldmann, Inc.

■ WYHI (AM) Fernandina Beach, Fla. (AM: 1570 khz, 1 kw-D)—Seeks transfer of control of Northeast Fla. Radio from William Smith & Billy Hogan (50% before; none after) to Billy, Jeff and Mark Hogan (50% before; 100% after). Consideration: none. Principals: Smith was president before transferring interest to Hogans. Billy Hogan has owned 45% of station since 1966. He will now own 50% while sons Mark and Jeff will own 25% each. Mark is station engineer and Jeff program director of WYHI. Billy owns 44 4/9% of WHYY Moulton, Ala., and WHII Baysprings, Miss. Ann. Jan. 22.

■ WTSG (TV) Albany, Ga. (ch. 31 CP only)—Seeks assignment of license from Southeast Bcstg Co. to Gordon Communications Inc. for costs. Seller: Marc

Orgera, William Minshall, Thomas J. Hawes, Earl Powers, William Combs, 20% each. They have no other broadcast interests. Buyer: W. Carl Gordon (100%) a physician with no other broadcast interests. Ann. Jan. 18.

■ WNGA (AM) Nashville, Ga. (AM: 1600 khz)—Seeks assignment of license from Hanson B. Carter to County Communications for \$180,000. Seller: Carter has no other broadcast interests. Buyer: K. Duane Tucker and Marlin M. Danforth, 50% each. Tucker is general manager of WNGA (AM). Danforth is Valdosta, Ga., building inspector. They have no other broadcast interests. Ann. Jan. 18.

■ WXCL (AM) Peoria-WZRO (FM) Pekin, both Illinois (AM: 1350 khz, 1 kw-U, DA-2; FM: 104.9 mhz, 3 kw)—Seeks transfer of control of Peoria Valley Bcstg from Binkin et al (100% before; none after) to Louisiana Television Bcstg Corp (none before; 100% after). Consideration: \$1,750,000. Principals: Sellers are S/3 Binkin, Melvin Feldman and Richard S. Cohen, 1/3 each. They have no other broadcast interests. Buyer is owned by Douglas L. Manship Sr. (30.2%); brother Charles P. (35%); Douglas' sons, Richard (11.2%); David (11.2%); Douglas Jr. (11.2%) and Douglas' daughter Dina (1.2%). Through parent company Baton Rouge Broadcasting Co. they own WJBO (AM) and WFMF (FM) Baton Rouge, La. of which Douglas Sr. is president. They also own WBRZ (TV) Baton Rouge. Douglas Sr. and brother Charles own 50% each of KRGV-AM-TV Weslaco, Tex. Ann. Jan. 18.

■ WVLC-AM-WLOM-FM Orleans, Mass.: seeks assignment of license from Seashore Broadcasting Co. to Donald Wilks and Michael Schwartz for \$900,000. Seller is Howland Jones, of Chatham, Mass. who has no other broadcast interests. Buyers are Donald Wilks and Michael Schwartz (50% each). Wilks and Schwartz are president and vice president (respectively) and co-owners (50% each) of WIXY-AM East Longmeadow and WAQY-FM Springfield, both Massachusetts and WPET (AM) Greensboro, N.C. WVLC is one kilowatt daytime on 1170 khz. WLOM is on 104.7 mhz with 50 kw, and antenna 300 feet above average terrain. Broker: Keith W. Horton Co.

■ WBME-AM Belfast, Me. (AM: 1230 khz, 250 w)—Seeks assignment of license from Spence Bcstg Corp. to Seth Bcstg Corp. for \$160,000. Seller: A.W. Spence Sr. who has no other broadcast interests. Buyers: Steve Anthony, Leon and Mary Blais and Walter Szeliga. Anthony is Lincoln, R.I. engineer, Leon Blais is Public Works director of Lincoln and Szeliga is in public relations in Pawtucket, R.I. They have no other broadcast interests.

■ WBFG (FM) Detroit, Mich.: seeks assignment of license from Trinity Broadcasting to Doubleday Broadcasting Co. for \$8.25 million, highest price paid to date for FM station. Former high for FM was paid by Westinghouse Broadcasting Co. for KOAX (FM) Dallas—\$7 million (See Broadcasting Oct. 24, 1979). Seller is owned by Joseph Ninowski (90%) and his brother Daniel (10%). They are selling FM because they have application pending in same market for new TV ch. 38 Warren, Mich., and must comply with FCC one-to-a-market rule. They have no other broadcast interests. Buyer is wholly owned subsidiary of Doubleday Publishing Co., New York. John Sargent is chairman. Gary Stevens is president of Doubleday Broadcasting, which is group owner of three AM's and three FM's. Purchase is first step by Doubleday of assertive effort to double size of its broadcast holdings, aiming at top ten markets. WBFG is on 98.7 mhz with 50 kw and antenna 480 feet above average terrain. Broker: Cecil Richards, Alexandria, Va.

■ KBCC (AM) Cuba, Mo. (AM: 140 1410 khz, (permittee)—Seeks transfer of control of Crawford Bcstg from J. Cozari et al (75% before; none after) to Neal and Gail Stephens (none before; 75% after). Consideration: \$71,400. Principals: Transferors are John Cozari (25%) H.C. Packard (16%), Charles A. Kolb (16%) and James W. Cape (16%). They have no other broadcast interests. Transferees are the Stephenses (married) who own S&W Drilling Co., Leasburg, Mo. They have no other broadcast interests. Ann. Jan. 8.

■ KTTR (AM)-KZNN (FM) Rolla, Mo. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 99.1 mhz, 100 kw)—Seeks transfer of control of Phelps Bcstg. from Dale McCoy Jr., Jack Howard, Allan Dodge (75% before; none after) to Robert McKune (25% before; 100% after). Consideration: \$430,625. Principals: Sellers: Dale McCoy Jr. (11%), Jack Howard (12%), Allan Dodge (12%), James Geisendorf (12%), Jack K. Fleming (12%), J.C. Cloud (12%). McCoy is 40% owner of KKOY (AM)-KQSM (FM) Chanute, Kan. Buyer:

Robert McKune has been president of Phelps Broadcasting since 1967 with 25% interest. He will now own 100%. He has no other broadcast interests. Ann. Jan. 18.

■ KKQQ (FM) Clovis, N.M. (FM: 99.1 mhz, 100 kw)—Seeks transfer of control of Frequently Modulated Radio from R. Metzler et al (100% before; none after) to Littman, Miller (none before; 100% after). Consideration: \$50,000 plus assumption of liabilities. Sellers: Roger Metzler and Darwin Galloway (27.5% each); and Charles and Leroy Wolfe (father of Charles) 22.5% each. They have no other broadcast interests. Ira Littman is president KKTV (FM) Albuquerque. Wayne Miller is vice president finance of Spindizzy Pub. Comm. Inc. They have no other broadcast interests. Ann. Jan. 18.

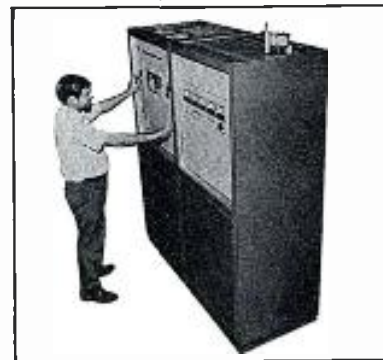
■ WMVQ (FM) Amsterdam, N.Y. (FM: 97.7 mhz)—Seeks assignment of license from Community Service Bcstg to WMVQ Corp. for \$63,000. Seller: Philip Spencer who has 32% share of WCSS AM-FM Amsterdam, N.Y. Buyer: Joseph M. Isabel who is president and director of Gateway Cablevision Corp. Amsterdam, licensee of WTRY (AM) Troy, N.Y. and WHLO (AM) Akron, Ohio. He has no other broadcast interests. Ann. Jan. 18.

■ WHLD-AM-FM Niagara Falls, N.Y. (AM: 1270 khz, 5 kw-D DA; FM: 98.5 mhz, 46 kw)—Seeks transfer of control of WHLD Inc. from Hilda C. Hull (100% before; none after) to Butler Communications (none before; 100% after). Consideration: \$1,036,867. Principals: Seller is Hilda C. Hull who has no other broadcast interests. Principal owner of buyer is Paul J. Butler who was general manager of WWOL (AM) and WWOR (FM) Buffalo, New York until Dec. 30, 1979. He has no other broadcast interests. Ann. Jan. 15.

■ WRET-TV Charlotte, N.C. ch. 36—Seeks assignment of license from Turner Broadcasting Corp. to Westinghouse Broadcasting Co. for \$20,000,000. Seller: Ted Turner who owns superstation WTBS (TV) Atlanta. Buyer is group owner of 6 AM's, 2 FM's, five TV's with application to buy KODA-FM Houston, Tex. still pending. Donald McGannon is chairman of Westinghouse Broadcasting a wholly owned subsidiary of Westinghouse Electric, R.E. Kirby, chairman. Ann. Jan. 15.

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■ **WFL-TV** Raleigh, N.C. ch. 22—Seeks assignment of CP from Carolina Christian to Family Television Corp. for \$633,772. Seller: Non-profit religious organization. Ladson L. Leathers is president. Buyer is owned equally by N. Grant Cotton and Ladson L. Leathers. Cotton is Durham, N.C. realtor. Leathers own Leathers TV service, seller and servicer of electronic home entertainment products. Ladson is president of seller. They have no other broadcast interests. Ann. Jan. 23.

■ **WLAR(AM)** Athens, Tenn. (AM: 1450 khz)—Seeks assignment of license from Cumberland Broadcasting Corp. to Athens Broadcasting Corp. for \$500,000. Seller: James R. Pickel who has no other broadcast interests. Buyer: Steve Snowden (100%), who is president and 50% owner of First Central Corp. a bank holding company. He has no other broadcast interests. Ann. Jan. 15.

■ **KBAL(AM)** San Saba, Tex. (AM: 1410 khz, 500 w-D)—Seeks assignment of license from Hill Country Bcstg. to Sandra McHorse et al for \$135,000. Seller: Bryan Healei, Stephen Pasquini, Ernest Cadenhead; Clyde Cockrum (22% each); Mark Scott (12%). Healei, Pasquini and Cadenhead own 25% each of KLSN-FM Brownwood, Tex. Buyer: Sandra McHorse and Lyle Rockefeller (40% each) and Frank Ladwig (20%). McHorse is sales manager for KBAL. Rockefeller is with news department KRDO(AM) Colorado Springs. Ladwig is Colorado Springs investor. Broker: Chapman Associates. Ann. Dec. 28, 1979.

■ **KTFB(AM)** Texarkana, Tex. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KTFB Inc. to Crow Interests for \$850,000. Seller: Hugh Frizzell and Robert Williams 33-1/3% each; James Stewart, James McAlphin, Steve Cropper, 11% each. Buyer: David and John David Crow (35% each); Randy Alewyne and Jim Nicholas (15% each). Crows are involved in petroleum and investments. Alewyne is petroleum geologist and Nicholas owns Shreveport, La., advertising agency. They have no other broadcast interests.

■ **KSV(AM)-KJMC(AM)** Richfield, Utah (AM: 980 khz, 5 kw-D; FM: 93.7 mhz, 27 kw)—Seeks transfer of control of Sevier Valley Bcstg Co. from James G. Clawson (100% before; none after) to Anderson et al (none before; 100% after). Consideration: \$175,525. Principals: Seller, Clawson, has no other broadcast interests. Buyers: James W. Anderson III (45%); Dean Booth (40%); Christopher McGuire (10%); William Boice (5%). Anderson is owner and president of Stallion Music Inc., a Nashville music publishing co. Boice and Booth are Atlanta, Ga., lawyers. McGuire is program director and manager of KFTN(AM) Provo, Utah. Anderson and Booth own KFTN(AM) Provo (85% and 15% respectively). Ann. Jan. 22.

■ **WKYY(AM)** Amherst, Va. (AM: 1420 khz, 1 kw-D)—Seeks assignment of license from Amherst Bcstg Associates to Amherst Bcstg Corp. for assumption of liabilities. Sales is contingent on FCC approval of merger of mutually exclusive applicants for a new FM in Amherst: the two parties named above and BYRAH Broadcasting Corp. Seller: Marshall Mays whose merger into Amherst Broadcasting Partners will give him 49% interest in application for new FM in Amherst. Buyers: Charles R. Brown (15.6%); Fletcher Hubbard (26%); Mays and Thomas Tucker (20% each) and six others. Hubbard is veteran broadcaster; Mays owns and operates Mays Farm Service, Amherst; Tucker is insurance agent; Brown is restaurateur. They have no other broadcast interests. Ann. Jan. 18.

Actions

■ **WFG(AM)** Marathon, Fla. (AM: 1300 khz, 500 w-D, 250 w-N)—Granted assignment of license from WFG Inc. to Marathon Wireless Communications Inc. for \$350,000. Seller, owned by Emil Lockwood, James C. Lockwood (brother) and Francis J. Coomes, has asked for waiver of three-year rule, citing financial difficulties. (It purchased station in February 1977.) None of principals has other broadcast interests. Buyer is owned by William G. Evans (50%) and John F. Thacker and his wife, June (25% each). Evans is general manager of WRCB(TV) Chattanooga, Tenn., and has small interest in WEZF-FM-TV Burlington, Vt., and WHOS(AM)-WDRM(FM) Decatur, Ala. Thackers own 90% of WMUM(FM) Marathon. Action Jan. 17.

■ **WTAI(AM)-WLLV(FM)** Melbourne, Fla. (AM: 1560 khz, 5 kw-D; FM: 107.1 mhz, 3 kw)—Granted transfer of control of Cape Canaveral Bcstg Inc. from

Thomas R. Hansen (100% before; none after) to John W. Donahey (none before; 100% after). Consideration: \$131,355. Principals: Hansen has no other broadcast interests. Donahey is Melbourne, Fla. investor with no other broadcast interests. Action Jan. 5.

■ **WAVV(FM)** Vevay, Ind. (2.8 kw)—Granted assignment of license from Kentuckiana Communicators Inc. to River Cities Communications Inc. for \$119,500. Seller: James P. Britton, Jerry Kiefer and Joel Bell one-third each. Kiefer owns 45% of WURD(FM) Georgetown, Ohio. Buyer: Herbert M. Liss (60%); Barbara L. Liss (20%); James Jacobs (20%). H. Liss is employee of Procter & Gamble Co., Cincinnati. Wife Barbara is homemaker. Jacobs is owner of Cincinnati ad agency. They have no other broadcast interests. Action Jan. 15.

■ **KAKE-AM-TV** Wichita, KUPK-TV Garden City, both Kansas (1240 khz, 1 kw-D, 250 w-N)—Granted transfer of control from KAKE Radio and TV Co. to Chronicle Broadcasting Co. for approximately \$27 million. Deal also includes Kansas Information Network, state news service. Seller is principally owned by Sherrill Corwin. Martin Umansky, chief executive officer, has agreed to join Chronicle as president and general manager of new division being formed to operate television stations. KAKE(AM) will be spun off to comply with FCC one-to-a-market rule (see below). Buyer is wholly owned subsidiary of Chronicle Publishing Co., publisher of the *San Francisco Chronicle* and owner of KRON-TV San Francisco, WOWT(TV) Omaha and Western Communications Inc., cable MSO. Paul A. Wischmeyer is president and general manager and Francis A. Martin is vice president of Chronicle Broadcasting. Action Jan. 21.

■ **KAKE(AM)** Wichita, Kan.: Granted assignment of license from Chronicle Broadcasting Co. to Misco Broadcasting Corp. for \$2,300,000. Sale is spin-off of purchase of KAKE-AM-TV Wichita and KUPK-TV Garden City, both Kansas, by Chronicle from KAKE-TV and Radio Inc. (see above). That deal was just approved. Buyer is owned principally by Misco Industries, which is owned by S.O. Beren. Misco is diversified Wichita corporation involved in textiles, oil and equipment leasing. Beren has been member of board of trustees of KAKE-TV Wichita and less than 1% stockholder for last five years. He has no other broadcast interests. KAKE is on 1240 khz with 1 kw day and 250 w night.

■ **WLCK-AM-FM** Scottsville, Ky. (AM: 1250 khz, 500 w-D; FM: 99.3 mhz, 3 kw)—Granted transfer of control from Naomi Turner to J.E. and Elizabeth Crawley, Dean and Doris Harden for \$178,750. Seller: Turner has no other broadcast interests. Crawley owns Broadcasting WMSK; wife Elizabeth is secretary of same; Dean Harden is general manager of WCND(AM) Shelbyville, Ky.; wife Doris is bookkeeper of same. Crawley owns (100%) WMSK(AM) Morganfield; 50% WCND(AM) Shelbyville; both Kentucky and 25% WPTN-AM-FM Cookeville, Tenn. Action Jan. 8.

■ **WDHP(FM)** Presque Isle, Me. (96.9 mhz, 100 kw)—Granted assignment of license from WDHP Inc. to Northern Bcstg for \$225,000. Seller is owned by Clarence B. Dow, Philip G. Plourde and Henry Hebert (one-third each). None has other broadcast interests. Buyer, principally owned by R. Murray Briggs and his brother, Allison, also owns WFST-AM-FM Caribou, Me. Action Jan. 17.

■ **KRMS-AM-FM** Osage Beach, Mo. (AM: 1150 khz, 1 kw-D; FM: 93.5 mhz, 2.4 kw)—Broadcast Bureau granted assignment of license from Central Missouri Broadcasting to Lakecom for \$550,000. Seller: James L. Risner (100%) who also owns KJEL-AM-FM Lebanon, Mo. Buyer: a limited partnership owned by Alfred C. Sikes (16.67%) owner of Springfield, Mo., media consulting firm; wife Martha (8.33%) secretary of same; Noel Boyd (8.33%); J. Neal Ethridge (16.67%); Gary Cansler (8.33%); Lloyd Boyd (8.33%); Lynn M. Ewing Jr. and Orrie D. Smith (8.33% held jointly); Sam M. Arnold Trust (16.67%). Noel Boyd is sales manager of Tindel Mills Inc., Springfield, Mo., animal feed manufacturer; Brother Lloyd is part owner of dairy farm in Branson, Mo.; Cansler is manager of Springfield, Mo. animal feed farm; Ethridge is vice president of same; Ewing and Smith are Nevada, Mo. attorneys; John Arnold (trustee of father's estate) is assistant manager of Leewood, Kans. construction company. Ethridge and Alfred Sikes are 18.18% owners of KLG(TV) Breckenridge, Colo. Martha Sikes, Boyd and Cansler own 9% each of same. Action Jan. 10.

■ **WBBK** Brockport, N.Y. (AM: 1560 khz, 1 kw-D)—Granted assignment of license from Canal Communications Inc. to Four Score Broadcasting for \$160,000. Seller: Donald Fuller who has no other broadcast interests. Buyer: Francis Clark; Thomas Powers; John Bell Jr.; Barton Eckert 25% each. Clark is announcer for WASH-FM Washington, D.C.; Powers is attorney; Bell is business manager WASH-FM; Eckert is journalist for WTTG-TV Wash. D.C. They have no other broadcast interests. Action Jan. 15.

■ **WKVQ(AM)** Knoxville, Tenn. (AM: 1490 khz, 1 kw-D)—Granted assignment of license from Robert B. and Robert G. Blow to Focus Communications of Tenn. Inc. for \$410,000. Seller: The Blows have no other broadcast interests. Buyer: Simon Rosen and Lind Carl Voth 50% each. They are partners in Westshore Marketing Corp. a Tampa, Fla. mail order record company. They also own WTIS(AM) Tampa and KITA(AM) Little Rock, Ark. Action Jan. 15.

■ **WKG(FM)** New Martinsville, W.Va. (103.9 mhz, 940 w)—granted transfer of control of Broadcast Communications from Timothy Miller (55% before; none after) to Thomas Loehr (45% before; 100% after). Consideration: \$5,000. Principals: Miller has no other broadcast interests. Loehr is New Martinsville attorney with no other broadcast interests. Action Jan. 15.

■ **KWIV(AM)** Douglas, Wyo. (1470 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Douglas Broadcasting Inc. to Jackalope Radio Inc. for \$305,000. Seller is principally owned by Harry Fondren and Kathy Swaine (46.15%). They have no other broadcast interests. Buyer is principally owned by Donald E. Jones, who also owns 50% of KCSR(AM)-KQSK(FM) Chadron, and KVSH(AM) Valentine, both Nebraska, and 50% of KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. Ann. Jan. 16.

Facilities Changes

AM actions

■ **KPOI(AM)** Honolulu, Hawaii—granted CP to change TL and SL to 741 Bishop Street, Honolulu; conditions (BP790419AG). Action Jan. 16.

■ **WJSK(AM)** West Jefferson, N.C.—Granted CP to change hours of operation to unlimited by adding DA nighttime operation with 500 watts: change TL 1 mile SE of West Jefferson on north side of N.C. Highway 163, West Jefferson; change type trans.; make changes in ant. sys. conditions (BP790306AC). Action Jan. 10.

■ **WOAI(AM)** San Antonio, Tex.—granted CP to change auxiliary TL, SL and remote control location to 222 Spencer Lane, San Antonio, and change type trans. (for aux. purposes only) (BP790613AG). Action Jan. 15.

■ **WPVA(AM)** Colonial Heights-Petersburg, Va.—Atlantic Broadcasting Corp. granted CP to change SL to Colonial Heights (BML790627AB). Action Jan. 10.

FM actions

■ **WWWK(FM)** Granite City, Ill.—FCC has denied the informal objection of Metroplex Communications of Missouri, Inc. licensee of station KEZK-FM, St. Louis, Mo., to relocation of ant.-trans. of radio station WWWK, Granite City, Ill., to St. Louis, Metroplex feared "severe blanketing problems." Action Jan. 22.

■ **WPGU(FM)** Urbana, Ill.—granted CP changing ant. sys., type ant. and trans.; use existing trans. as aux.; increase ERP 3 kw (H&V), ant. height 235 ft. (H&V), change TPO (BPH791002A1). Action Jan. 15.

■ **KGBI-FM**, Omaha, Neb.—Granted CP to install aux. ant. at main TL on existing tower structure; ERP: 17.5 kw (H&V); antenna height: 360 ft. (H&V); change TPO (for aux. purposes only) (BPH791004AJ).

■ **WPLJ(FM)** New York—Granted CP to change type trans. increase ERP to 6.8 kw (H&V); change TPO; condition (BPH790724AK). Action Jan. 11.

■ **WQVE(FM)**, Mechanicsburg, Pa.—Granted CP to change ERP to .53 kw (H&V); change ant. height to 740 ft. (H&V); change type trans. and type ant. (BPH790328AZ). Action Jan. 11.

■ **WWDB(FM)**, Philadelphia, Pa.—Granted CP to utilize main trans. as aux., located at main SL: 3030 Conshohocken Ave.; change TPO and type antenna; increase ERP: 50 kw (H&V) (BPH791004AJ).

TV actions

- **WCPT-TV** Crossville, Tenn.—Dismissed application for main SL within corporate limits of Crossville because WCPT-TV did not provide FCC with certain requested information; WCPT-TV is not authorized to operate from main studio outside present city limits of Crossville (BMLCT790724KE). Action Jan. 25.
- **WMVS(TV)** WMTV(TV) Milwaukee, Wis.—Granted mod. of CPs to extend completion dates to July 22 (BMPET790913KE-KF). Action Jan. 22.

In Contest

FCC Decisions

- **WDEN-AM-FM** Macon, Ga. FCC has accepted updated Equal Employment Opportunity program of stations WDEN-AM/FM Macon, Ga., licensed to Elliott Broadcasting Company, and said applications for renewal of license would be granted by delegated authority subject to periodic EEO reporting conditions contained in FCC's "By Direction" letter of Oct. 10, 1979. Action Jan. 16.
- **KDIG-FM** San Diego, Calif. **Renewal proceeding:** FCC heard oral arguments in two radio station license renewal proceedings. At a closed meeting following the oral arguments, FCC instructed Office of Opinions and Review to prepare draft decision denying renewal of license of station KDIG-FM, San Diego, Calif. (Commissioners Lee and Quello concurring in instructions) and granting short-term renewals of licenses for stations WGNE and WGNE-FM, Panama City Beach, Fla. (Chairman Ferris and Commissioners Fogarty and Brown dissenting). Action Jan. 22.
- **KJLH(FM)** Compton, Calif.—FCC Review Board has upheld Chief ALJ Lenore G. Ehrig's supplemental decision released last Oct. 3, finding no basis for Board to reconsider its denial of John Lamar Hill's application to relocate trans. site of KJLH(FM), Compton, Calif. Action Jan. 21.

Procedural rulings

- **Windsor and Willimantic, Conn.** (KND Corp. and X.L.S. Broadcasting Corp.) **Renewal proceeding:** (BC Docs. 79-102-03)—ALJ Edward Luton granted petition by Nutmeg Broadcasting Corp. and granted Nutmeg party status with respect to following two issues, which are added: to determine whether deliberately erroneous inflated appraisals of fair market value of WXLN-FM submitted; and to determine whether X.L.S. principals made threats to Michael Rice on Nov. 2, 1979, regarding his filing pleadings with FCC concerning pending assignment application, and, if so, effects of both determinations on X.L.S.'s qualifications to remain FCC licensee Action Jan. 15.
- **Winchendon, Mass.** (Northbanke Corp. and WGAW, Inc.) **FM proceeding:** (BC Docs. 79-234-35)—ALJ Walter C. Miller granted to limited extent petition by Northbanke and enlarged issues to determine: (a) what efforts WGAW, Inc. has made to obtain necessary zoning for its trans. site, and whether WGAW has misrepresented facts to, or been less than candid with FCC regarding such efforts; and (b) in light of (a), whether WGAW has violated 47 CFR 1.65 by failing to properly update its application, and (c) pursuant to (a) and (b), whether WGAW is qualified to be licensee of its FM channel, and ordered that burden of proceeding on issues (a) and (b) is on Northbanke, and burden of proof is on WGAW. Action Jan. 22.
- **KGAR(AM)** Portland, Ore. **FM proceeding:** (BC Docs. 79-200-03)—ALJ Edward Luton granted motion by East-West FM Group, Inc. and enlarged issues to determine whether licensee of KGAR(AM), Vancouver, Wash., a controlling interest in which was owned by Columbia-Willamette principal Gordon A. Rogers, misrepresented coverage area and contours of KGAR on its rate card or promotional material to public and its actual and/or potential advertisers, and if so, effect on basic and/or comparative qualifications of Columbia-Willamette. Action Jan. 14.
- **Waco, Tex.** (Central Texas Broadcasting Co., Ltd.) **TV Proceeding:** (BC Docs. 79-286-89)—Chief ALJ Lenore Ehrig granted motion by Broadcast Bureau and extended through Feb. 19 time to respond to motion for summary decision and petition to modify and enlarge issues filed Jan. 7 by Business Communications, Inc.; motion to enlarge issues filed by Central on

Jan. 7, and a petition to dismiss with prejudice applications of Business, Blake-Poash Corp. and Heart O'Texas Broadcasting, Inc. filed by Central on Jan. 10; granted motions by Blake-Poash and Heart O'Texas and extended through Feb. 14 time to respond to interrogatories propounded to them by Central on Jan. 10. Action Jan. 18.

Allocations

AM action

- **Ontario, Ore.**—Denied petition by Inland Radio, Inc., licensee of KSRV(AM) Ontario, Ore. requesting the substitution of 107.3 mhz for 93.1 mhz at Ontario because it claimed it could not find a suitable trans. site for latter and is interested in applying for FM channel at Ontario. Since Inland filed its petition, however, the FCC has received three applications for use of 93.1 mhz and all specify trans. sites which meet mileage separation requirements (RM-3202). Action Jan. 18.

FM actions

- **Sterling, Colo.**—In response to petition by KSTC, Inc., licensee of KSTC(AM) and KSTC-FM Sterling, assigned 104.7 mhz at Sterling, and modified the license of KSTC, Inc., for KSTC-FM to specify operation on 104.7 mhz instead of 96.7 mhz, effective March 3 (BC Doc. 78-322, RM-3087). Action Jan. 16.
- **Effingham, Ill.**—In response to petition by Effingham Broadcasting Co. proposed assigning 97.7 mhz to Effingham, Ill. as its second FM channel; comments due March 17, replies April 7 (BC Doc. 80-11, RM-3149). Action Jan. 16.

TV actions

- **Butte, Bozeman and Anaconda, Mont.**—In response to petition by Robert Cooper, proposed reassigning VHF television ch. 7 from Butte to Bozeman for commercial use, and to reassign VHF television ch. 2 from Anaconda to Butte for noncommercial educational use. Canadian concurrence is required because communities are within 250 miles of Canadian border. Comments are due March 17, replies April 7 (BC Doc. 80-13, RM-3173). Action Jan. 16.
- **Portland, Ore.**—In response to petition by Cascade Video, Inc., proposed assigning UHF television ch. 40 to Portland, Ore. for commercial use, as its sixth television assignment; coordination with Canadian government required because Portland is within 250 miles of U.S.-Canada border; comments due March 17, replies April 7 (BC Doc. 80-12, RM-3399). Action Jan. 16.

Translators

Applications

- **Cripple Creek, Colo.**—Cripple Creek Mtn. Estates Property Owners Assoc. seeks CP for new VHF translators on ch. 59 (TPO: 10 w, HAAT: 20 ft) to rebroadcast directly KBTB-TV Denver, Colo. Ann. Jan. 25.
- **Cripple Creek, Colo.**—Cripple Creek Mtn Estates Property Owners Assoc. seeks CP for new UHF translator on ch. 55 (TPO: 10 w, HAAT: 20 ft) to rebroadcast directly KOA-TV Denver, Colo. Ann. Jan. 25.
- **Cripple Creek, Colo.**—Cripple Creek Mtn Estates Property Owners Assoc. seeks CP for new UHF translator on ch. 57 (TPO: 10 w, HAAT: 20 ft) to rebroadcast directly KMGH-TV Denver, Colo. Ann. Jan. 25.
- **Dundee, N.Y.**—Village of Dundee, N.Y. seeks CP for new UHF translator on ch. 56 (TPO: 10 w, HAAT: 40 ft) to rebroadcast directly WCNY Syracuse, N.Y. Ann. Jan. 25.

Actions

- **K40AC, Tucson, Ariz.**—Granted CP for new UHF TV translator station on ch. 40, to rebroadcast signal of KTVW-TV Phoenix (BPTTV781222IC). Action Nov. 9.
- **K56BC, 8 Mile Ridge, and Royal Gorge, Colo.**—Granted CP for new UHF TV translator station on ch. 56, to rebroadcast the signal of KKTV Colorado Springs (BPTTV790529ID). Action Nov. 6.

- **K07PY, Hillsboro, N.M.**—Granted CP for new VHF TV translator station on ch. 7, to rebroadcast signal of KRWG-TV, Las Cruces, N.M. (BPTTV-790228IA). Action Nov. 30.
- **K02JT Ramah, N.M.**—Granted CP for new VHF TV translator station to rebroadcast signal of KNME-TV Albuquerque (BPTTV790221IC). Action Nov. 30.
- **K09OP, Brownlee and Halfway, Ore.** Idaho Power Co.—granted VP for new VHF TV translator station on ch. 9, to rebroadcast signal of KIVI-TV Nampa, Idaho (BPTTV-780821IQ). Action Nov. 8.
- **K02JS, Oxbow, Ore.** Idaho Power Co.—Granted CP for new VHF TV translator station on ch. 2, to rebroadcast signal of KIVI-TV Nampa, Idaho (BPTTV-780821IP). Action Nov. 8.
- **K07PX, Rockville, Utah,** Washington County Television Dept.—Granted CP for new VHF TV translator station on ch. 7, to rebroadcast signal of KORK-TV Las Vegas, Nev. (BPTTV790223IH). Action Nov. 9.
- **W52AB, W58AK, W63AM, Craddockville, Va.,** county of Accomack, Va.—Granted CPs for new UHF TV translator stations on ch. 52; ch. 58, and ch. 63, (respectively) to rebroadcast signal of WHRO-TV, Hampton-Norfolk, WTAR-TV Norfolk, and WAVY-TV Portsmouth, all Virginia (BPTTV-790118IF, II, IJ). Action Jan. 19.
- **W68BH, W60AL, W44AD, W41AC, W25AA,** Onancock, Va., county of Accomack, Va.—Granted CPs for new UHF TV translator stations on ch. 68; ch. 60; ch. 44; ch. 41; and ch. 25, to rebroadcast signals of WVEC-TV Hampton; WTAR-TV Norfolk; WAVY-TV Portsmouth; and WHRO-TV Hampton-Norfolk, all Virginia. (BPTTV790118IL, -N, -O, -P, -Q). Action Jan. 19.
- **W46AC, W54AC, W56BB, W65AQ, Tangier, Va.,** county of Accomack, Va.—Granted CPs for new UHF TV translator stations on ch. 52; ch. 5; ch. 56; and ch. 65, to rebroadcast signals of WHRO-TV Hampton-Norfolk; WAVY-TV Portsmouth; WTAR-TV Norfolk; WVEC-TV Hampton, all Virginia. (BPTTV-790118ID, -G, -H, -K). Action Nov. 7.

Satellites

- The following applications to construct fixed earth stations have been granted:
- **American Satellite Corp.** for Dallas, Tex. (00458-DSE-P/L)
- **Communications Systems Inc.** for Hugoton, Kan. (000492-DSE-L)
- **Wallowa Cable Systems** for Wallowa, Ore. (000496-DSE-L)
- **Comsec Corp.** for Corpus Christi, Tex. (000497-DSE-L)
- **Waitsburg TV Cable Service** for Waitsburg, Wash. (000498-DSE-L)
- **Toney Fork TV Line Service** for Kopperston, W. Va. (000347-DSE-L)
- **Tuscola Cablevision Co.** for Tuscola, Ill. (000493-DSE-L)
- **Bay Cable TV Associations** for Marion, Mass. (000494-DSE-L)
- **Emco CATV Inc.** for Morrisville, Vt. (000495-DSE-I)
- **Adelphia Communications Corp.** for West Newton, Pa. (000499-DSE-L)
- **Community Television Co.** for Ellijay, Ga. (000500-DSE-L)
- **City of Newberry, Fla.** for Newberry, Fla. (000501-DSE-L)
- **Hi-Net Communications Inc.** for Syracuse, N.Y. (000502-DSE-L)
- **Derry-Decatur TV Line Inc.** for Derry, Pa. (000503-DSE-L)

Cable

- **Cable Television Bureau** released final report of Advisory Committee on Cable Signal Leakage. The Nov.

Summary of broadcasting

FCC tabulations as of Dec. 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,528	3	28	4,559	93	4,652
Commercial FM	3,106	2	47	3,155	176	3,331
Educational FM	1,011	0	27	1,038	87	1,125
Total Radio	8,645	5	102	8,752	356	9,108
Commercial TV						
VHF	514	1	2	517	8	525
UHF	221	0	8	229	60	289
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	988	4	21	1,013	77	1,090
FM Translators	279	0	0	0	152	431
TV Translators						
UHF	1,223	0	0	1,223	388	1,611
VHF	2,467	0	0	2,467	213	2,680

*Special temporary authorization

**Includes off-air licenses

I report reviews and evaluates research on conditions under which signal leakage from cable TV systems might cause interference to aeronautical radio services and on ways to prevent such interference. Action Jan. 24.

■ The following cable service registrations have been filed:

■ Community TV Cable Co. for Naylor, Mo. (MO0190) new system.

■ Columbia Cable of N.J. for Hillsdale and Montville, both New Jersey (NJ0404, 07) new system.

■ The Meca Corp. for Copperfield, Tex. (TX0592) new system.

■ Futurevision Cable Enterprises Inc. for Hazlet, NJ (NJ0405) new system.

■ Cable T-V of Galena for Galena, Kan. (KS0208) new system.

■ OVC Telecommunications Inc. for Millersburg and North Middletown, both Kentucky (KY0409,10) new system.

■ Madison Cablevision Inc. for Culpeper, Va. (VA0224) new system.

■ Teleprompter Corp. for Rockland and Cashmere, both Washington (WA0301) new system.

■ Fort Smith TV Cable Co. for Roland, Okla. (OK0184) new system.

■ Tower Cable Inc. for Madison, Ohio (OH0701) new system.

■ Jones Intercable et al for Fairmont, NC (NC0218) new system.

■ Watson Communications Co. for Lake Wildwood, Ga. (GA0257) new system.

■ Tongue River Cable TV for Ranchester and Dayton, both Wyoming (WY0094, 5) new system.

■ Madison Cablevision Inc. for Orange, Va. (VA0225) new system.

■ Jones Intercable et al for Shelby, Ind. (IN0217) new system.

■ Condon TV Systems Inc. for Condon, Ore. (OR0406) new system.

■ Cross Country Cable IV et al for Keensburg and Aberdeen, both New Jersey (NJ0399,400) new system.

■ Waterwood CATV Inc. for Waterwood, Tex. (TX00585) new system.

■ KLR Cable TV Co. Corp. for Carlisle, Ky. (KY0402) new system.

■ Community TV Cable Co. for Doniphan, Vanburen, Eminence, Fremont, Piedmont, Mill Springs, Birch Tree, Greenville, Mountain View, Summersville, Williamsville and Ellinsore, all Missouri. (MO0180,1,2,3,4,5,6,7,8,9,1,2) new system.

■ Community TV Cable Co. for Rector, Marmaduke, Maynard, Reyno, Biggers, Datto and Success, all Arkansas. (AR0177,8,9,80,1,2,3) new systems.

■ Minneapolis Cablesystems et al for Minneapolis, Minn. (MN0180) new system.

■ Clear-View Cable Television for Eden, Mayodan and Madison, all North Carolina. (NC0214,5,6) new system.

■ Cablevision for Fremont, Neb. (NE0061) new system.

■ Storer Cable TV of Texas Inc. for Cleburne and Lancaster, both Texas. (TX0590,89) new system.

■ Cable TV for Brighton, Brownsville and Roosevelt, all Alabama. (AL0194,5,6) new system.

■ Jackson County Cable System for Sugar Creek, Mo. (MO0194) new system.

■ Suburban Cablevision Corp. for Caneret, N.J. (NJ0402) new system.

■ Community TV Cable Co. for Winona, Mo. (MO0192) new system.

■ Thomasboro CATV Co. Inc. for Thomasboro, Ill. (IL0347) new system.

■ Redwood Emprier Cablevision Inc. for Gualala, Calif. (CA0446) new system.

■ Citizens Cable for Aboite and Wayne, both Indiana (IN0215,6) new system.

■ Lykens TV Co. Inc. for Berrysburg, Mifflin and Rush, all Pennsylvania (PA1837,8,9) new system.

■ Cablevision Systems Long Island Corp. for Island Park, N.Y. (NY0816) new system.

■ Cablevision of Chicago et al for Hammond, Ind. (IN0218) new system.

■ United Cable Television of Bossier Parrish for Bossier Parrish, La. (LA0173) new system.

■ ASC Cable TV Inc. for Briarwood Village, Fla. (FL0479) new system.

■ Bay Cable TV Associates et al for Mattapoisett, Marion and Wareham Cent., all Massachusetts (MA0105,4,6) new system.

■ Madison Cablevision Inc. for Marlboro, S.C. (SC0083) new system.

Call Letters

Applications

Call	Sought by
New FM's	
KCTO-FM	KCTO Bdcg Co., Columbia, Mo.
KJMD	KBKW Inc., Aberdeen, Wash.
KNIF	Daniels Bdcg. Inc., Gilmer, Tex.
New TV's	
KFTY	Sonoma Bdcg. Co., Santa Rosa, Calif.
WSFJ	Christian Television of Ohio, Newark, Ohio.
WSWS	Wardean, Inc., Opelika, Ala.
Existing FM's	
WIBM-FM	WHFI, Jackson, Mich.
WIMZ	WBIR-FM, Knoxville, Tenn.

Grants

Call	Assigned to
New FM's	
*KIDE	Hoopa Valley Telecommunications Corp., Hoopa, Calif.
KJAV	Lorrie M. Horton, Alamo, Tex.
WKYU-FM	Western Kentucky Univ., Bowling Green, Ky.
Existing AM's	
KARO	KVAN Vancouver, Wash.
KWXI	KQAC Glenwood, Ark.
Existing FM's	
KMJM	KKSS St. Louis, Mo.
*WSSD	WAEE Chicago, Ill.

Other

■ WSIB(AM) Beaufort, S.C. U.S. Court of Appeals for District of Columbia Circuit has affirmed FCC's 1976 action revoking license of Sea Island Broadcasting Corp. of S.C. for WSIB(AM) Beaufort, S.C. Under terms of FCC's original order station must go off air 30 days after issuance of Court's Jan. 14, 1980, decision unless it continues its appeal. An FCC ALJ ordered Sea Island's license revoked in 1975 for fraudulent billing of advertisers from 1971 to 1973 and misrepresentations to FCC to conceal that practice. Officers of Sea Island ultimately admitted fraudulent billing and a kick-back arrangement with an advertiser. FCC revoked license June 24, 1976, and on May 11, 1977, denied reconsideration. Action Jan. 14.

■ FCC has amended TV trans. operating rules to permit broadcast of visual information programming, such as news, weather or sports, either with background music or no audio during early morning hours when television stations would otherwise be off air. FCC noted that recently it has granted six waivers of rule that prohibits aural and visual trans. of TV station from being operated separately and TV stations from broadcasting different or unrelated program material except in certain emergency situations. Comments due March 31, replies April 30.

Please send

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See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Corporate Vice President—Marketing & Sales Minimum 10 years General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resume and salary requirements to Entercom, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

Wanted: Station Manager: 100,000 Watt Contemporary FM in medium sized midwest market. Group Broadcaster seeks experienced person in sales, programming, and FCC, to take charge of this established facility. Equal Opportunity Employer. Salary open. Reply Box 1738, Bismarck, ND 58501.

Chicago Suburban FM seeking experienced sales manager. Must sell and train. Salary Negotiable. Call or write GM, WWMW, 120 W. University, Arlington Heights, IL 60004. 312—398-2300 EOE.

Local Sales Manager: Jennings style to lead and manage 4 person sales staff plus carry short list. High Power FM in Midwest. \$15,000 plus negotiable override. Chance for underappreciated small market manager to move up, but you better be a retail pro. EOE/M-F, Box B-37.

Sales Mgr.-Asst Gen. Mgr. Excellent "step-up" opportunity for someone with successful sales record in medium or small market. Send resume and references to: Box 1320, Cincinnati, OH 45201.

Immediate permanent openings Southern California AM/FM stations, medium markets, General Manager with strong sales background, 2 sales managers, experienced program/promotion manager. GM 30,000 up, others 20,000 up. Equal Opportunity Employers. Resumes to Ray Kandel, Broadcast Consultant, 2222 Ave. of the Stars (No. 2102), Los Angeles, CA 90067.

HELP WANTED SALES

Sunbelt opportunity for a proven professional radio salesperson. If you'd like to live and work in the sunny south, an aggressive 5kw Contemporary Country station has an immediate opening. Phone Homer Mann, GSM, WCCL-Jackson, MS 601—982-0385. EOE.

If you can sell—KDLM KVLR Radio is looking for a motivated salesperson. Radio sales experience is desirable, but not necessary as training is provided. Send resume to Manager, KDLM/KVLR Radio, PO Box 746, Detroit Lakes, MN 56501. An EOE.

Experienced group operator has just purchased 2 Stations in New England. Immediate openings in sales and sales management. Great opportunity for the right person. Contact Dick Lange, WNUS, West Springfield, MA 413—781-5200. EOE.

Northern New England's hottest, growth combo wants you. Experienced people only. Good benefits. Resume & income requirements first time. E.O.E. Box A-167.

Sales Manager—\$20,000 plus incentives guaranteed. Bring your family to this friendly city less than 2 hours from Wash., D.C., Baltimore and Philadelphia in one of the northeast's fastest growing areas. Best schools in area of 200,000 plus population. Station has exceptional acceptance but lagging sales effort. We are heavy on production and sales backup. Increase sales volume to past levels and beyond and you will be GM in less than one year. Past success required. Resume to Box A-171.

General Sales Manager, WQRS-FM, Detroit. Michigan. Knowledge and experience of Detroit advertising important. Interest in classical music helpful. Excellent opportunities with growing station owned by group owner. Equal Opportunity Employer. Send resume to: Mr. Leo C. Hanson, Vice President/General Manager, WQRS-FM, 1200 Sixth Street, Suite 424, Detroit, MI 48226.

Killer! ... Dynamic, aggressive Sales Manager needed immediately. Growing, small market offering Major Market incentives. Send resume, Box A-196.

Assistant Sales Manager. Successful person eventually to take over entire sales operation. Organization and strong sales a must. Penna. 5000 Watt Daytime NBC affiliate. Send resume and earnings to Box A-46.

Boston's Oldies station (WNTN, Newton) wants experienced and preferably local salespeople. Bob Bitner 617—969-1550. EOE.

Great Opportunity for a sales pro now. Akron, Ohio area AM-FM combination is expanding. Position includes excellent draw, commission, expenses and benefits. Call Bob Klaus, 216—673-2323 or write Media-Com Inc., 3325 Daleford Rd., Cleveland, OH 44120. E.O.E.

Creative Account Executive: If you're wondering what creative account executive means, please move to the next ad. I want your resume if you have experience and a love for radio and are willing to work hard. I'll teach you selling. At least 17K to start. Join us in our new million dollar facility. Send resume to Frank Geyer, WDF, Box 10,000, Marion, OH 43302. EOE.

Strong Medium Market AM/FM combination seeks a creative, problem solving salesperson on the way up. Good selling and writing skills a must. Recent college grad with commercial selling experience and/or one to two years small market experience desired. Write Sales Manager, WYFE/WKKN, 1901 Reidfarm Road, Rockford, IL 61111. EOE.

Local Sales Manager—Aggressive, acquisition minded company needs street fighter who can close. 2 years of radio sales experience required. Guarantee up to \$20,000 first year but you must be good. Station is 50,000 watt FM, No. 1 in Maine in Arbitron. Contact Doug Finck, 207—443-5542. WIGY is E.O.E.

Great opportunities for sales persons with 1 kw soon 10 kw operation Carolinas, and other sales openings with expanding radio group. Call J. Ardell Sink, Mark Media, Inc. 704—682-6221.

Central Washington: Wanted for country music AM/FM, creative sales, air and production person committed to success and willing to "put down roots" for at least three years. Two years experience required. \$12,000 plus bonus, expenses, fringe benefits. Mail tape and billing figures to Capitol Communications Inc., PO Box 350, Toppenish, WA 98948. E.O.E. MF.

Chicago Suburban FM seeking sales people. Experience not a must. Grow with us. Write GM WWMW, 120 W. University, Arlington Heights, IL 60004. EOE.

WSRO Marlboro, Mass. seeks experienced salesperson. Affluent single station market. Construction of 5,000 Full time is under way. Salary commission. Management possibilities. Contact Tom McAuliffe, 617—485-9291.

Telephone Sales: major market radio. Promotional packages and leads supplied. Excellent sales program. Outstanding income producing opportunity for experienced person(s). Reply Box B-13.

HELP WANTED ANNOUNCERS

North Carolina small market AM/FM adult contemporary needs communicator with creative production ability. Send tape and resume to: Program Director, WTSB/WGSS, PO Box 393, Lumberton, NC 28358. EOE.

Production-Pro/Personality for midwest major country station. If you're creative on tape and can handle an 8 to midnight airshift we want to hear from you. Major chain with full benefits. Rush production samples and audition to Ernie Bush, Suite 1548, 230 Park Avenue, New York, NY 10017. EOE.

Greater Louisville Beautiful-MOR Station needs announcer strong on news and production. Send resume, salary requirements: Operations Manager, WXVW, Box 666, Jeffersonville, IN 47130. EOE.

50,000 watt FM, Top 40, seeks qualified all-night jock. On-air and production necessary. Minorities encouraged. Tape & Resume to WKHI, PO Box 758, Ocean City, MD 21842. EOE.

Major New England Beautiful Music Station invites tapes, resumes, and salary requirements from experienced professional announcers. Send to: Tony Rizzini, Program Manager, WLKW, 1185 North Main Street, Providence, RI 02904. No phone calls. E.O.E.

The powerhouse of northern New England. Experienced morning announcer with warm personality wanted. Good benefits. Good income for right individual. E.O.E. Send resume to Box A-169.

Announcer/Producer opening for adult contemporary format. On-air experience preferred. Send tapes and resumes to Andy Bickel, WBT, 1 Julian Place, Charlotte, NC 28208. No phone calls please. An Equal Opportunity Employer.*

1st Class licensed announcer for my 50,000 watt station. Formal education a must. Box A-198.

Immediate opening. Must have commercial experience. Mature voice. Tight board. Adult contem. Salary open. WVOS AM-FM, Liberty, NY 12754.

Mid-day and evening position open with contemporary station. Opportunity for growth with fast moving city. Excellent living conditions ... multi-station market. Send resume and tape to KWEL, 401 W. Missouri, Midland, TX 79701. E.O.E.

Vermont. We need an air Personality who communicates. May be the biggest little station in Vermont. Young, versatile staff enjoys their work. You won't make your million but you'll work with professionals. If you have experience but want to grow, send tape, resume and salary requirements to Dale Houston, Box 1490, Brattleboro, VT 05301.

Oklahoma—one of America's great small market AM/FM combos. Night shift opening for experienced announcer. Super facilities and above average pay for this area. Tape and resume to George Wilburn, KWHW AM/FM, Altus, OK 73521. EOE.

Morning Personality Adult Contemporary/Country format. Tapes, resume and salary requirement to WINH, PO Drawer W, Georgetown, SC 29440.

AM, FM Combo needs mature, bright morning announcer. Production a must. FCC 3rd, 2 years college preferred, or equivalent. Send tapes/resume to: Bob Johnson, Century Communications, Inc., Box 170, Wilson, NC 27893. EEO.

Afternoon Drive for Midwest Contemporary Country Personality Station. Unusual opportunity for person with production skill and creative nature to work air shift and handle promotion—Excellent benefits and rare opening. An equal opportunity employer. Send resume and background to Box B-3.

50,000 Watt medium market Top forty FM going live in (2) weeks. Now accepting tapes and resume. Send tape and resume to: PO Box 54244, Washington, D.C. 20032.

Country DJ—Salesperson: Must know country music and be able to sell it, on the air and on the street. Tape and resume to Bill Walls, General Manager—WDAR, Box 811, Darlington, SC 29432.

AM station in Sunbelt wants top announcer for afternoon drive. We are only interested in talking to you if you 1. sound mature 2. you have a success story. E.O.E. Please send resume to Box B-38.

HELP WANTED TECHNICAL

KRGO-AM in Salt Lake City, Utah is looking for a full-time chief engineer. No beginners. Call Don Wade 801—972-3449. Must have references.

Chief Engineer for new FM Station in New Orleans. Send resume and references to Dr. McLean, PO Box 4409, New Orleans, LA 70118.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer—5 kw DA, 100 kw FM Stereo. Construction experience required. Ambitious, hard working pro needed for major group operation in Phoenix, AZ. Box A-125.

WBZA/WNIQ-FM, Glens Falls, NY is looking for Engineer/Announcer, qualified to operate and maintain studio, transmitter, STL, remote, and automation (digital) equipment. Permanent position for person with good voice and air personality, proficient technical knowledge and skills, and ability to get along with staff. Glens Falls is located in the foothills of the Adirondack Mountain. If qualified, apply to: Lee Kauffman, Administrative Assistant, WBZA Radio, PO Box 928, Glens Falls, NY 12801 518-792-2151. EOE.

Chief Engineer for AM/FM covering the Minneapolis-St. Paul area. Need transmitter person with audio knowledge immediately. Contact Don Shore, KRSI 11320 Valley View Road, Eden Prairie, MN 55344. 612-941-5774. Equal Opportunity Employer.

With two or three years experience under your belt, you're ready for advancement! Maybe you'd like to become a part of one of the country's highly acclaimed radio operations. If you're ready to move up—contact Richard Womack—KWIX Radio, Moberly, MO 816-263-1230. EOE.

Engineer/Technician Wanted. First Phone, for studio and transmitter maintenance. Pays \$950/month to start. Phoenix area, AM-FM station KDKB, Box 4227, Mesa, AZ 85201. Equal Opportunity Employer.

Maintenance Engineer: Wanted immediately for radio network. Must be experienced with all types of tape machines, consoles, digital control systems and related broadcast equipment. Remote work, microwave and satellite experience helpful, but not a must. Send resume to: William E. Wilson CE, UPI Audio Network, 220 East 42nd Street, New York, NY 10017. Call 212-682-0400.

Chief Engineer—immediate opening—Gulf Coast area AM-FM. Studio and transmitter maintenance necessary. Send resume, references and salary requirements. E.O.E. Box B-36.

First Class Engineer for chief at N.E. Pennsylvania directional AM. Good opportunity for the right person. Immediate opening. Send resume to Command Broadcasting Group, PO Box 511, Beacon, NY 12508. E.O.E.

Engineering Supervisor, for midwest AM-FM-TV. The successful applicant will be knowledgeable and experienced in state-of-the-art studio systems, AM directional, U.H.F., and have construction and installation experience. First class ticket required. E.O.E. M/F. Box B-15.

HELP WANTED NEWS

Soon: West Coast 50,000 watt going newstalk. Experienced talkhosts and newscasters send on cassette unedited airchecks of your newscasts or talkshows and resume to Box 167, San Jose, CA 95103. EOE M/F/H/V. All replies confidential.

News Person for Illinois' most powerful FM and CBS affiliated AM. A real pro needed to join award winning, four person staff. Tape and resume to ND, WSOY AM-FM, Box 2250, Decatur, IL 62526.

Experienced newperson. News Directorship possible if qualified. Stations have strong news commitment, NBC affiliate. Send resume or call, WQMR/WTOS-FM, Box 159, Skowhegan, ME 04976. 207-474-5171.

A leading Virginia station offers an unusual opportunity to a news reporter who can gather, write and report local news. The person selected will be paid well, furnished outstanding facilities and a full package of fringe benefits. Relocation expenses paid. Send resume, tape and samples to WFLS, 616 Amelia St., Fredericksburg, VA 22401. An equal opportunity employer.

News Director: Experienced, mature, with strong management background and assignment experience. Station a leader in a competitive midwest market. Salary open. Resume and details to Box A-174.

Small Market modern country radio station looking for news person. Three years minimum experience writing and delivering newscasts. Prefer knowledge of Polk County news sources. Send tape, resume and salary requirements to PO Box 123, Cypress Gardens, FL 33880. An equal opportunity employer M/F.

Tampa/St. Petersburg's WDAE AM looking for morning news anchor, good money, right person. Send tapes, resumes to News Director, 101 North Tampa Street, Tampa, FL 33602.

Wanted: Anchor/Reporter for small market radio station with a major market attitude toward news. Strong writing and delivery a must. Good salary and company benefits. Send tape and resume to Gary Wescott, News Director, WSPT Radio, PO Box 247, Stevens Point, WI 54481. EOE M/F.

Morning drive newperson needed to fill vacancy in our staff of three. Air work and street reporting. Degree, experience or both. Send resume, writing samples, references and reel to reel demo with first reply to: WTRC, c/o Curt Miller, Box 699, Elkhart, IN 46515. Position open now. EOE.

Your small market experience grows toward big time at medium market local news leader. Must love digging, lots of audio, strength on air. WLLH, Lowell, MA 01853.

KEWI Radio is expanding its news staff. Applicants must possess excellent writing skills and the ability to communicate. If you want to associate yourself with a competent and aggressive news staff in a medium-sized capital city, contact Mike Manns, News Director 913-272-2122. KEWI is an equal opportunity employer.

1 News Director/1 Newperson—WWYZ Hartford has immediate openings for candidates with sound journalism and leadership qualities. Forward tape, resume and salary requirements to program director, Box 3322, Hartford, CT 06103. Equal Opportunity Employer. Women and minorities are encouraged to apply.

News Director needed for Tampa Bay's No. 1 AM news leader. Must have credentials, voice, experience. Send tapes to: Gary Kines, WSUN Radio, 201 2nd Ave., N., St. Petersburg, FL 33701. EOE.

News Director: To head three member department at highly respected AM/FM in Midwest. Good pay, facilities and work environment. Send tape, letter and resume to: Vince Beckey or Jeff Martin, KWPC-KFMH, Box 116, Muscatine, IA 52761. Or call 319-263-2442.

WIXK-AM-FM needs ND who will keep our news ahead of the competition. Send tape and resume to Chuck Rang, WIXK, 125 E. Third Street, New Richmond, WI 54017.

Faculty position in broadcast journalism. Supervise reporting, writing, producing, broadcasting news programs in newsroom environment. Conduct classroom sessions. Advise students. MA required. Extensive experience in radio news or radio and television news with solid record of accomplishment and excellent recommendations also required. Teaching experience, interest in academic research, doctorate desirable. Position open August 1, 1980. EOE. Send resume and references to Chairman Broadcast Department, School of Journalism, University of Missouri, Columbia, MO 65211. Deadline: April 1, 1980.

Immediate opening with outstanding Missouri AM-FM operation for person with experience in news, talk, and announcing. Community involvement is our strong point. EOE. Box B-45.

News person with ability to become news director needed at 5kw suburban AM. News writing and news digging a must. Tape and resume to Gary James, PO Box 210, Ware, MA 01082. Applicant must have commercial radio experience. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production. Creative with tape and humor. Contemporary FM 100, 555 West Benjamin Holt, Stockton, CA 95207.

Program Director for rapidly growing Pennsylvania AM. If you're a "take charge" type who knows Adult Contemporary, understands research methods and can manage people, this may be your opportunity. An Equal Opportunity Employer-M/F. Send resume, references and salary requirements to Box A-79.

If you have talent ... we have the opening. Looking for creative writer with production ability. Excellent fast growing city. Send copy, tape and resume to KWEL, 401 W. Missouri, Midland, TX 79701. E.O.E.

Spanish speaking program director, with solid radio background and leadership skills. Needed for major market Latin Contemporary, Stereo F.M. Box B-60.

Openings for announcer-production people live and automated operations. Great opportunity with growing small market radio group. Call J. Ardell Sink, Mark Media, Inc., 704-682-6221.

Music Director for KEWI, Topeka, Kansas. Person must have experience in music selection for Top 40 of Adult Contemporary Radio. A very short air shift is required. Salary is excellent. Previous person held position for 2½ years. Applicants must contact J. R. Greeley, Program Director, 913-272-2122. KEWI is an equal opportunity employer.

PD for Adult Contemporary station in the beautiful Champlain Valley. Send tape, resume and salary requirements to Gus Cawley, WIPS, Box 352, Ticonderoga, NY 12883.

Personality, Production essential for immediate opening. A/C North Central PA AM looking for good voice who wants to get involved. Award-winning facilities, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WWSA, Box 2168, Williamsport, PA (E.O.E.) Re-emphasize Production.

SITUATIONS WANTED MANAGEMENT

General Manager who excels in programing as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-67.

Experienced General Manager of profitable 100kw FM and Class IV AM in medium market seeks comparable position in a medium to major market due to sale of stations. Over five years manager for same owner where developed FM into dominate, number one Arbitron rated station and leading profit center. Proficient in sales development, programming, promotion, FCC rules and regulations, budgeting and finance giving large return on capital. B.A. Business Administration. Box A-158.

General Manager—Outstanding major-market track record in sales, ratings and promotion. Box A-192.

15 year broadcast veteran looking for small market General Managership. Mature, energetic, successful, family man with M.S. degree and experience in all facets of radio station operation is ready for a challenge. Stock option situation preferred. Write Box B-51.

General Manager: Top broadcaster wishes relocation as general manager. Experienced, mature radio veteran who loves tough challenge. Box B-26.

General Manager, top fifty market, 10 years experience, seek midwest opportunity. Two years local sales in top 10 market. Two years as national rep in top 10 market. Six years with present employer. Degreed. Top flight record in sales, sales management, and earnings. Age: 35. Box B-56.

General Manager/20 year Radio Professional currently in TV, sales management wants to return to radio. Offering: Solid sales, strong leadership, programming/FCC knowledge and cost effectiveness. What you need to make your operation profitable. Take charge individual. Stable family man. Small/medium market. Will consider mid 30's plus. Box B-7.

Florida General Manager—Experienced all phases, large & small markets. Emphasis on sales. A serious, honest manager. Florida only. Box B-10.

GM available now. Experience includes 20 years in small market radio ... from announcing/sales to sales and general management. Fully aware of the meaning of the bottom line. Box B-58.

SITUATIONS WANTED MANAGEMENT

General Manager: 28 years radio, last 17 as general manager. Medium & major market background. Successful track record. Motivator, organizer, programmer, sales leader, team leader. Desire relocation Pacific Coast area where I am currently successful. Box B-16.

General Manager—Radio Corporate Executive ... leaving East Coast based group for West or Southwest management opportunity with progressive ownership. Available March 1 ... offer fourteen years of battle scarred leadership resulting in maturity in administration, promotion and sales. Goal oriented. Realistic thinker and planner. A family man at home ... a professional at work. Phone 215-277-0670.

Turn your station around! Triple (at least) your billing overnight! New, unique format commands large, active audience and high-ticket advertisers! Broadcast veteran with sales/management/operations/programming/production background available as GM or consultant. Call or write today, start making money tomorrow! 703-370-0659 anytime or Box B-33.

Attention station owners: If inflation, lack of sales and management is destroying your bottom line, start the new decade with fresh ideas. This highly successful general manager is promotion minded, worked his way up in programming and news, knows the ins and outs of license renewal and is very much community oriented. The Pittsburgh Steelers are Super Bowl champs because of leadership at the top and a total team effort. If you want improved billing and a station you can be proud of—let's talk. 16 years of experience is waiting for the right offer! Box B-4.

General Manager position desired. Four years G.M. of small T.V. station. 4 years sales manager of radio—3 years as G.M. Radio. 4 years as Acct. Exec. of Midwest adv. firm. Degree, 1st FCC. Single. No objection to location. Earnings potential a must. Currently vacationing and ready to go. Reply Apt. 88, 1200 Holden, Orlando, FL 32809.

Station Manager seeking "take-charge" general management. Employed. Ten years sales, programming, promotion, administration, ascertainment. Detailed resume/references. Second bananas, con artists need not reply. Box B-5.

SITUATIONS WANTED SALES

Mid-West Only highly experienced manager-sales manager-sportscaster available Feb. Presently employed. Priority on renewals. Excellent qualifications, references—No miracle performer—Honest dedicated broadcaster. Prefer non-chain operation. Contact Box A-103.

Management and Sales—Small or Medium market. If station is experiencing sales problems I can put station on the map. If station puts signal into other towns or cities that would be a plus! Good references. 614-928-4313.

SITUATIONS WANTED ANNOUNCERS

Air talent, presently in Milwaukee market seeks similar position with Connecticut, Massachusetts station. Phone: Keith, 414-769-6966, mornings.

Baseball play by play ... seven year pro seeks position for upcoming season. Box A-112.

Experienced DJ, tight board, good news can follow directions, ready to go anywhere. Box A-153.

8 years experience, live board & automation, all formats, plus traffic & news. Seeking position in Big Band or Easy Listening format: full-time board or board/traffic combo. Mature, relaxed delivery, excellent references, 3rd endorsed. Will relocate for attractive position. Stannard, 1931 37th Avenue, Vero Beach, FL 32960. 305-567-4169.

Rookie Jock, college radio experience, broadcast school grad, ambitious, creative, humorous, personable. Sales experience. Willing to relocate 3rd class with endorsement. Hank London, 1179 Kensington Road, Teaneck, NJ 07666. Phone 201-836-8396.

DJ First Phone, experienced, tight board, good production, any format, available immediately. Box A-92.

The Falcon is available. Dependable, hard working, air personality. 3rd. Will fly anywhere. Falcon tape and resume ready. 219-234-4795. "The Falcon," 1717 E. Colfax, So. Bend, IN 46617.

Female, 25, single. Trained, talented. 3rd. MOR. AOR, d.j. and news. Extensive acting and music experience. Will relocate. Barbara Ross, 1519 Forest View, Burlingame, CA 94010. 415-343-8917, 431-9933.

Recent Grad. Well trained and ready to go. Any time. Any place. Call Tony at 312-749-2522.

Creative production, copywriting, announcing. Tight board, quick wit, and lots of enthusiasm. I'm 23, male, and just waiting to do three jobs for the price of one! Available immediately. Box B-42.

Experienced Announcer looking for small or medium market in Northeast. Michal Maggiacomo, 390 Sunset Ave., No. Prov., RI 02904. 1-401-353-9459.

College Graduate—Double area—Female D.J. Presently working FM-AOR six hour air shift, six nights a week. Wants to move to larger market. Also in charge of public service announcements for FM. AM-CW and responsible for some commercial production. Would like to substantially increase involvement in latter area. Holds third class with broadcast endorsement. Box B-53.

Experienced, hard-working, responsible air personality with B.A., third, solid production, good knowledge of music and lots of ideas seeking new home to hang my headphones. Prefer daytime shift at Modern Country, Adult Contemporary/MOR or Solid Gold station in small to medium Northeastern market but will consider all reasonable offers. Available pronto! Mike Daniels, 105 Capri Apts., 4425 East Chapel Drive, Columbia, SC 29205, 803-787-5344.

Up tempo jock, good news copy, good commercials, able to do over 30 voices and dialects. Looking for small or medium market.... Willing to relocate anywhere.... Ready Now!!! Box B-31.

Wanted—Employer willing to hire a good sounding black male DJ with 1st ticket. Call Dave Clements at 609-386-4079.

Experienced Combo seeking news or jock position. Availability immediate. Call Joe at 215-389-0410.

Female, aggressive, super personality, dedicated. Relocate immediately. Tape, resume available. Write or call Jacqueline Jackson, 2800 N. Lake Shore Drive, Chicago, IL 60657. 312-327-2095.

Delightful, creative voice with talent for writing news/commercial copy, third class ticket. Ready to relocate anywhere. Call Mary Clare Haley, at 215-527-3425 or 215-922-2530.

Talented AOR, MOR, FM type personality. Good voice, and delivery. Not quite a beginner. Daniel Sanders, 50 Cedar Laneway No. 4, Boston, MA 02108. 617-523-4012 after 5:30 p.m.

Morning drive pro, one to one communicator with over twelve years experience is available to the right station. Prefer Adult Contemporary or MOR formats. Presently in the midwest but will relocate. Box B-55.

SITUATIONS WANTED TECHNICAL

FCC 1st Class Ticket Holder seeks first job in either radio or television station. Not looking for the moon but an opportunity. Will relocate. Call 609-786-8483. Anthony Buccieri.

Field Engineering—10 years diversified experience. Will travel—also emergency service. Call Bruce Schiller at Bass Electronics 609-589-5259, anytime.

SITUATIONS WANTED NEWS

Former pro athlete currently sports director in mid-west medium market seeks sports position, with P-B-P. Preferably East. Call Jim 617-696-1442.

Experienced PBP announcer available. Seeking position with college or minor league baseball franchise. Also available for women's collegiate basketball playoffs. Box A-165.

Sports: Spring Training Reports from Florida! Interviews, actualities, voicers, etc., will be available. Fill your needs now! Contact: Jerry Bonkowski, 10924 South Emerald, Chicago, IL 60628. 312-785-1421.

Department need leadership, innovation? Experienced ND available for upper-medium, major markets. Former GM says, "An excellent administrator, commands respect of his subordinates." 702-734-1270.

Aggressive outgoing female seeks position in medium/large market radio news reporting. Resume, tape and writing samples available 317-933-2252.

Experienced Play by Play Sportscaster, baseball, football, basketball. Radio and/or T.V. Box B-20.

Black Female, recent Broadcast Communications graduate of Marquette University, seeks reporting position. Contact Lenise at 414-933-6430.

Texas Metro ... Highly experienced, take charge News Director, wants to return home. Award winning professional. Can produce results. Box B-46.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Since 1958. Top quality production and jock shows with super pipes! Seeking P.D. position in Country Radio. All markets considered. Contact Richard Giles, 9351 East Pere Marquette, Clare, MI 48617 today!

Production Specialist! My spots sell! And are easy to sell. You must have excellent sales staff to be considered. Box A-160.

Country Professional's final move! From personality disk jockey, sales, copy, production, promotions, music formats to complete operations. Top references! 803-359-3256 or Box B-22.

Experienced, young announcer with English Degree seeks first programming slot. Familiar with A/C, Country, Beautiful Music, and Christian formats. Good copy, production, news and sports skills. East-Central PA, NJ. Box B-25.

Experienced Programmer looking for adult or top forty station. I'm experienced in budgeting F.C.C., promotion, production, and long range planning. I'm interested in growth into management. Box B-6.

TELEVISION

HELP WANTED MANAGEMENT

Local Sales Manager WISH-TV, Indianapolis, Indiana. Need qualified person with local experience in TV sales and management skills to provide leadership for an effective local sales team. Send resume to Bill Beindorf, WISH-TV, PO Box 7088, Indianapolis, IN 46207. An equal opportunity employer M/F.

Assistant Business Manager—Group owned network affiliate seeking bright and aggressive applicants for back-up position in Business Office. Hard work and ambition will be rewarded with promotion opportunities. Excellent salary and benefits. Sunbelt location. An Equal Opportunity Employer. Send resume and compensation requirements to Box A-186.

General Sales Manager: Group owned ABC station in northeast, head up local/regional sales departments, good salary, incentive, great fringe benefits. E.O.E. Employer. Box B-41.

General Manager for station in major southwest network group operation. Send basic information, will discuss by telephone. Heavy emphasis on assuming total responsibilities. E.O.E. Box B-52

HELP WANTED SALES

Local Sales Manager—Young UHF network affiliate competing against two established V's in 52nd market seeking aggressive, challenge-oriented individual to direct continuing local sales growth. Opportunity to expand to national spot. No order-takers, please. Send resume and salary history to Ernest Hill, WEYI-TV, Box 3250, Saginaw, MI 48605. An Equal Opportunity Employer.

Wanted: General Sales Manager for California station, growing aggressive company, emphasis on local sales. E.O.E./M-F. Send resume to: Box A-191.

HELP WANTED SALES CONTINUED

Television Sales: WDTN TV2, ABC, Dayton, Ohio, Top 50 market. Looking for sales professional. Major account list. Great sales track record a must. Make 1980 your best year. Send resume to: Mr. John Stoddard, Office/Personnel Manager, PO Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F/H.

If you are a top-flight television sales person and looking for a great opportunity with a Florida network station, we've got it. EOE/M-F Send resume to Box B-27.

HELP WANTED TECHNICAL

Maintenance Engineer wanted for Louisiana TV station. Must have 3 or more years maintenance experience with good background on digital equipment. All studio maintenance, little or no operations required and good working conditions. Work only with state of the art equipment in a new, built-for-TV building (TCR-100A, TR-600, VPR-2, TK28, TK76B, computerized HK-312 studio cameras, vital VX-114 switcher, Vidifont MK4, color radar, broadcast Sony ENG with remote van, plus) get away from the crowd and still make good money. Send resume to Dick Swank, Chief Engineer, KLFY-TV, Texoma Broadcasting Inc., is an EEO/M-F employer.

No Snow Here: Maintenance Engineer to maintain TR-70, TC-100, PC-70, TH-100 and other miscellaneous studio equipment. Please contact Tim Rounds, WBBH-TV/20, 3719 Central Av., Fort Myers, FL 33901; Phone: 813-936-0195. E.O.E.

TV Maintenance Engineers and Technicians: For TV Production and sports facility. Maintenance Engineer required for quad tape, W/line code editing, studio cameras, slo-mo, scoreboards and computer, IVC 9000, Eidophor video projectors, and much more. Also, Video Engineer for four camera (PC-70) remote truck. Maintenance background preferred. Contact: Bill Denton, MCI Productions, No. 10 Greenway Plaza, Houston, TX 77046 713-627-9270.

Television Chief Engineer—for Herrreich Broadcasting Stations. Experienced hands-on Chief Engineer wanted for rapidly-expanding group-owned UHF station in Fort Smith, AR. Applicant must have extensive maintenance and supervisory experience. Send resume to Don Vest, Director of Engineering, Herrreich Broadcasting Stations, PO Box 4150, Fort Smith, AR 72914, an Equal Opportunity Employer.

Master Control Operator: Must have FCC First Class License; Dependability an absolute must. Requires 1 year experience in control room or video tape operations. Will be required to work flexible hours. Contact Clarence Mosley, Director of Engineering, WINK-TV, PO Box 1060, Fort Myers, FL 33902. Equal Opportunity Employer.

Technical Support Engineer. Strong on Ampex VTR's, Phillips cameras and Digital required for remote broadcast/production house facility. Contact John Loughmiller, CVP Inc., 611 Broadway, Louisville, KY 40202.

Transmitter supervisor, 5 years UHF experience. Preferably with General Electric TT-59-A. Knowledge of satellite ground station and microwave. Send resume to chief engineer KEDT-TV, PO Box 416, Corpus Christi, TX 78403. No phone calls please.

Engineer. To work with latest State-Of-The-Art broadcast equipment in modern facility in the southeast. Responsible for master control switching, VTR set-up, record, edit, and playback local and network programs. First Class FCC license required. Minimum of one year experience in TV broadcasting. EOE. Send resume and salary requirements to Box A-168.

Video Engineer wanted by Video Tape Associates. Applicants should have an excellent sense of color and be a perfectionist for quality. Also you must have the capability of performing total setup of color cameras and medium level maintenance experience. Studio and remote work will be required. Earn an excellent salary while working with a close and dynamic group of professionals. Call or send resume to: Michael Orsburn, Director of Engineering, Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312. 305-587-9477.

Maintenance Engineer. To work with latest State-Of-The-Arts broadcast equipment in modern facility in the southeast. Experience in all areas of engineering with minimum of five years experience in maintaining quad VTR's, color cameras, and UHF transmitters. First Class FCC License required. Excellent fringe benefits. EOE. Send resume and salary requirements to Box A-166.

Maintenance engineer for East Texas VHF group owned station. Experience with Ampex 1200's, ACR 25, G.E. Studio Cameras, Vital Switching, etc. Salary commensurate with experience, good benefit package. Send resume to Ron Fries, KTRE-TV, Box 729, Lufkin, TX 75901 or call 713-634-7771. KTRE is an Affirmative Action, Equal Opportunity Employer M/F.

Southeast VHF station needs studio maintenance technician. Minimum 2 years experience with cameras and quads, FCC 1st Class License. Digital expertise helpful. Reply to PO Box 367, Columbia, SC 29202 or call D. Brown at 803-799-1010. An EOE.

Assistant Director of Engineering to direct day-to-day technical functions of the complete television on-air broadcast operation. Knowledgeable of state-of-the-art in solid-state devices, integrated circuits and digital technology. Minimum of 5 years supervisory experience. First Class Radio Telephone License. An equal opportunity employer. Send resume to Ralph Thompson, WIVB-TV, 2077 Elmwood Avenue, Buffalo, NY 14207.

Field Engineer: Responsible for maintenance of optimum operation of the IHETS statewide telecommunications network except for those services provided by the telephone company. Will provide consultation and other technical services for member institutions. A fully equipped van is provided for the extensive travel to member campuses throughout the state. FCC 1st class license, minimum two years experience with and skill in maintenance of TV electronic equipment, including microwave radio system, videotape recorders, TV monitors and switchers. Submit resume and salary requirements to James Potter, Indiana Higher Education Telecommunication System, 1100 West Michigan, Indianapolis, IN 46223. EEO/AA employer.

Remote Engineer to share operations and maintenance duties. Must be good troubleshooter. CEI and IVC cameras, Sony 1", Ampex quad, New Life Communications, 424 W. Minnesota, Willmar, MN 56201.

Maintenance Engineer to work with Transmitters, Video Tape, Studio and Eng. equipment. Good opportunity for an operations person ready to advance. Send resume to Al Scheer, V.P. Engineering, WLEX-TV, PO Box 1457, Lexington, KY 40591 or call 606-255-4404. An Equal Opportunity/Affirmative Action Employer.

Chief Engineer, AM Directional, FM Stereo Class C—Naples, Florida. Must have EE or equivalent experience (minimum 10 years) First Class License. Some television experience helpful. Must have top references and training for a stable job with top pay. Send complete resume to: Homer Dixon, Radio Television Centre, 333 Eighth St. South, Naples, FL 33940—Equal Opportunity Employer

TV Studio Engineering Supervisor, must have 1st class FCC radio telephone broadcast license, five years experience in broadcasting or related electronics, associate degree in electronics or equivalent education in extensive recognized correspondence courses or equivalent combination of education and experience. Supervisory ability preferably with experience in TV broadcasting. Starting salary: \$13,670-\$15,325; range maximum: \$21,210. Forward resume by February 22, 1980, to Director of Engineering, N.H. Network, Box Z, Durham NH 03824. AA/EEO.

ENG Maintenance Engineer—Immediate Opening Network VHF with 1st Class ENG operations, needs experienced individual with at least 2-3 years ENG maintenance/operations experience. Sony BVU/BVE Tape equipment and RCA ENG cameras. FCC First Class License required. Excellent salary and benefit package. Send resume today to: KCMO TV, 4500 Johnson Drive, Fairway, KS 66205, 913-677-7252. Attn: Jack McKain, Director of Engineering. EOE.

Director of Network Engineering: Under administrative supervision of Network Manager, direct and be responsible for the overall planning and coordination of all engineering operations of a public television network. Minimum qualifications: Associate degree in Electronics or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting; First Class FCC radio-television broadcast license and familiarity with current state of the art procedures and equipment. Salary range: \$19,020—\$29,600 depending on qualifications. Forward resume to Keith Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

Maintenance Engineer: Public Television station. Two years recent, full-time, paid experience in maintenance and operation of television transmission systems. First Class Radiotelephone License. Starting salary \$7.00, \$7.33 or \$7.72 per hour depending on experience. Submit resume by February 15, 1980, to the Classified Personnel Dept., Clark County School District, 2832 East Flamingo Rd., Las Vegas, NV 89121. An Affirmative Action/Equal Opportunity Employer.

Maintenance Engineering Supervisor for KETC-TV, St. Louis, Mo. Any combination of education or experience equivalent to an E.E. degree, 1st Class FCC license and supervisory experience required. Salary range \$16,000-\$18,000 year. Send resume to: Engineering Supervisor, KETC-TV, PO Box 24130, St. Louis, MO 63130. By: February 15, 1980. Equal Opportunity Employer M/F.

Tired of snow? PTL has openings in these areas; Video Tape, Audio, and Satellite Engineering. Minimum qualifications are 1st class license, 2 years broadcast experience, plus modest maintenance experience. Must be able to work second or third shifts. Salaries are competitive. Send resume to Director of Engineering, PTL Television Network, 7224 Park Road, Charlotte, NC 28279. Equal Opportunity Employer.

Studio maintenance engineer. Need 1st with quad, 3/4 experience. Mike Feist, PO Box 1019, Eureka, CA 95501. 707-443-3061.

Assistant Chief—immediate opening on the beautiful California Central Coast. Modern well equipped VHF network affiliate seeks a fully qualified working engineer capable of supervising maintenance operation. Self starter with minimum 5 years maintenance experience, maintenance supervisor background preferred. Electronics school graduate or equivalent technical education, including digital technology and experience with: ACR-25; 3/4 and type "C" 1 inch; Ampex & RCA Quad; Grass 1600; TK-28 and TK-46. Excellent salary and company paid benefits including pension plan. EOE, M/F. All replies in confidence to Box B-30.

HELP WANTED NEWS

ABC affiliate in top 100 market rebuilding news staff. All ENG. All new, latest equipment. Openings for reporters, photographers, anchors, sports director, and sports reporters. Experienced only. We are going to be number one! Equal Opportunity Employer. Box A-88.

Group-owned VHF Net affiliate with a superior news department seeking anchors and reporters. Send resumes in strict confidence to this eastern medium market winner at Box A-136.

Weatherperson. Upper midwest market. Must know weather. Some reporting. \$8500-\$9000. EOE. Resume to Box A-148.

Meteorologist or A.M.S. certified weather professional. We plan to continue building our solid news reputation. Send tape and resume to Jim Collins, VP News, WTVG, 410 W. Sixth Street, Chattanooga, TN 37401.

Bureau Chief—person needed to operate bureau and file daily stories. Experience a must, self starter, ENG experience necessary. Send resume and tape to Bob Palmer, ND, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

Anchor/Reporter with on-air experience for mid-west NBC affiliate in a multi-station corporation. Good growth opportunity. Excellent community living. Contact Jack Connors, WGEM-TV, Quincy, IL 217-222-6840. An equal opportunity employer.

HELP WANTED NEWS CONTINUED

News Photographer—experienced in film, ENG and editing. Send tape and resume to Steve Ridge, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

News Reporter—experienced hustler. Top-rated large market station. EOE. Send tape and resume to Steve Ridge, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202.

Reporter and photographer needed. 2 years experience. Send tape and resume to John Miller, WVEC-TV, 110 Third Street, Norfolk, VA 23510. E.O.E.

Need aggressive ENG camera people who love to work the street for news. Send tape and resume to Phil Thomas, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308 515-288-6511.

Photographer, familiar with ENG and film, editing and shooting. Upper Midwest, 3 station market. EOE. Send letter and resume to Box A-190.

Broadcast Editor sought by Purdue University. Chance to work on national scale with office of public information. Must be able to write, narrate, shoot, and edit stories for TV. Modern ENG equipment to work with. Must also be able to produce radio news. Need Bachelor's degree and 2-3 years' experience. Send resume, cassette, and writing samples to: Employment Representative, Department of Personnel Services, Purdue University West Lafayette, IN 47907. An equal opportunity/affirmative action employer.

TV Cameraperson: Must be experienced with RCA TK-76 and JVC CY-8800 color cameras and have working knowledge of 3/4-inch VTR editing systems. Send resume to News Director, WALA-TV, PO Box 1548, Mobile, AL 36601. No telephone calls! EOE M/F.

Need experienced person with good on-camera delivery for general assignments reporting. Familiarity with ENG essential. Writing abilities a must. Good organizational and conceptual skills. Bachelor's degree in Broadcasting/Journalism/English or related field plus one year experience. Beginning salary \$12,077. Send tape and resume on first contact to Michael Brannen, WJWJ-TV (an affiliate of S.C. ETV Network), PO Box 1165, Beaufort, SC 29902. Equal Opportunity Employer.

News Co-Anchor for growing market in the sunbelt, with some reporting and producing duties. Send resume, and salary requirements. EOE. Box A-185.

Sports reporter, to assist Sports Director, do live remotes and field packages, and anchor weekends sports. Must be familiar with film and ENG. ECE. Upper Midwest, 3 station market. Send letter and resume to Box A-201.

We are a major market CBS affiliate in the Rocky Mountains looking for a top notch news producer/director. If you have the experience (at least 2 years) in hard news directing and producing, send your tape, resume, and salary requirements to Jim Lannon, Production Manager, KMGH-TV, 123 Speer Boulevard, Denver, CO 80217.

Reporter-Anchor: Position requires on-air work during A.M. hours and reportorial duties for remainder of work day. Must be aggressive in the field and have good on-air presentation. Not an entry level position. Top 50 market station. Send resume and tape, plus salary requirements to PO Box 10502, Birmingham, AL 35202.

Sports reporter/anchor for top 25 market, Northeast. Must be experienced in all phases of sports coverage. EOE. Box B-11.

News Producer (TV): Must have combination journalism and production background. Will work with an excellent staff and equipment. Top 50 market station. Not an entry level position. Send resume and tape, plus salary requirements to: PO Box 10502, Birmingham, AL 35202.

Meteorologist wanted for morning weather cast and environmental reporting for top 15 market station. We are looking for an enthusiastic experienced person with high standards of quality. Fully equipped weather department. Box B-21.

Meteorologist wanted for Florida television station; excellent opportunity in a major weather market; require at least two years on-air experience; an Equal Opportunity Employer; send resume to Box B-19.

General Assignment Reporter who can write. Some knowledge of sports helpful. Tape and resume to: Ron Davis, News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820. E.O.E.

Sports Reporter: Top 25 market station is expanding its Sports Department. Seeking individual with a minimum of 3 years exp. in commercial television sports reporting. Broadcast Communications degree preferred. An Equal Opportunity Affirmative Action Employer, M/F. Please send resume to Box B-24.

News Reporter—Must be strong writer, ENG photo and editing experience desired. Good position available in New York's Olympic Region. Entry level candidates also considered. Send tape/resume to: Carl Loveday, WPTZ-TV, Box 249, Plattsburgh, NY 12901. An Equal Opportunity Employer.

Sports Anchor, 6/10PM, M-F Aggressive self-starter. Strong on local sports and features. Minimum 2 years experience. Resume and salary requirements to: Box B-29.

Producer—Top-rated large market station, EOE. Send tape and resume to Steve Ridge, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202.

News Director—For growing NBC affiliate. All ENG with live capability. Send resume to Ken Gerdes, WAFF-TV, PO Box 2116, Huntsville, AL 35804.

Urgent need for News ENG photographer for competitive Midwest Network Affiliate. Successful applicant should possess previous ENG/Film experience and a desire to work. Rush resume, salary history, E.O.E. employer. Box B-35.

TV news director wanted: creative and experienced news director for medium-sized market. Quality news operation. Must have B.A. in Journalism/Mass Communications, 7 years current TV news experience, including 4 years news department management experience and on-air ability. \$28,000 minimum salary based on training and experience. Send complete resume, current VTR, and salary requirements to: Bob Mulhall, General Manager, WOJ-TV, Ames, IA 50011, by Feb. 25, 1980. E.O.E./A.A.E.

Sports Director for a growing CBS Affiliate in the deep south. Send resume to Max Tooker, News Director, WCBI-TV, PO Box 271, Columbus, MS 39701. EOE.

Number 1 top 50 market sunbelt station has lost some super people to major markets. We need a weekend anchor-reporter, ENG photographer, and reporter. Equal Opportunity Employer. Send resume and salary requirements to Box B-43.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Director of Promotion and Publicity for three broadcast stations. Supervise staff of three. Responsible for all press contacts, advertising, program magazine, on-air promotion, special events. Good skills in press contacts and management of people needed. Strong writing skills a must. Professional publicity/press relations background essential. Prior public broadcasting experience helpful. Send resume and salary requirements to Director of Development, Office B, WNED-TV, PO Box 1263, Buffalo, NY 14240. WNED-TV/WEBR are equal opportunity employers.

Producer-Director, WSIU-TV. Person must have at least three years of professional experience with strong background in producing and directing television programs and extensive experience with remote videotape production. Must have expertise in all facets of television studio production, including experience with shooting productions with videotape cameras, as well as film cameras. Master's degree in Radio-Television preferred. Deadline for applications: February 15, 1980. Date of appointment: March 1, 1980. Letter of application, complete credentials, and names of at least three professional references should be sent to: H. E. Dybvig, Director of Broadcasting Service, Southern Illinois University, Carbondale, IL 62901. WSIU-TV is an equal opportunity employer. Minorities are actively encouraged to apply.

Graphics Director—Create and supervise art production for Top 20 ABC affiliate in sunny Florida. Heavy emphasis on top-quality print and on-air graphics. Must be creative artist, possess 6-8 years experience and have mechanical ability. Contact Production Manager at 813-577-1010. EOE.

Producer/Director: Iowa PTV network. Requires strong directing and producing skills. Demonstrated success in studio, remote, post-production editing, and film. Contact: John White, Iowa Public Broadcasting Network, PO Box 1758, Des Moines, IA 50306. An equal opportunity employer.

Experienced producer/director for progressive New England station. New facility with emphasis on commercial production, news. Copywriting, editing and switching experience necessary. Box A-184.

Individual with radio or television traffic experience needed for expanding television traffic department. Knowledge of both manual and computer systems helpful, but not mandatory. Excellent salary and benefits with Group Broadcaster acquiring first independent station in Major Sun-belt market. An Equal Opportunity Employer. Reply to Box B-14.

Top 35 market, Network affiliate seeking experienced Producer/Director to handle weekend News/Commercial and Public Affairs production. Experience with ENG/EFP shooting and editing preferred. Two years experience preferred. An equal opportunity employer. Send tape and resume to Production Manager, WTVN-TV, PO Box 718, Columbus, OH 43216. No Phone Calls.

Producer-Reporter for public affairs series and specials on public station. Must have strong journalism background and good air presence. B.A. plus two year's producing/reporting. \$18,500-\$22,500. Send resumes to Production Manager, KAKM, 3211 Providence Drive, Anchorage, AK 99504, by February 18.

Production people: camera, projection, audio, switchers with experience for group-owned ABC affiliate in South. An Equal Opportunity Employer, M/F. Salary requirements and resume to Box B-9.

The Mississippi Authority for Educational Television is seeking a Producer/Director for a national ITV series. ITV experience and dramatic directional ability needed along with word/number animation experience. Requirements include degree in radio/Television/Film or related field plus four years ITV experience. An Equal Opportunity/Affirmative Action Employer. Women and minorities welcomed. Applications accepted through February 6, 1980. Contact Personnel Manager, ETN, PO Drawer 1101, Jackson, MS 39205. 601-982-6227.

Producer/Journalist for KETC-TV, St. Louis, Mo., to be responsible for the development, production and presentation of public affairs programs. B.A. in journalism or related field, 3 years experience as a journalist, including 1 year in TV journalism required. Knowledge of VTR small format camera preferred. Salary range \$15,000-\$24,000 year. Sample tape requested with application. Send resume to: Producer/Journalist, KETC-TV, PO Box 24130, St. Louis, MO 63130. By: February 15, 1980. Equal Opportunity Employer M/F.

Producer, knowledgeable, experienced and familiar with all producing techniques; capable of extensive travel, doing feature pieces for syndicated Magazine Show. Send resume to Michael D. McKinnon, McKinnon Productions, KIII-TV, PO Box 6669, Corpus Christi, TX 78411. E.O.E.

Director, 6 & 11PM major newscasts, minimum 3 years medium market experience, top 10, Northeast, major group, network affiliate, an equal opportunity employer. Send complete resume to Box B-17.

Television Producer Director. Must have at least one year of solid experience as a director and be capable of switching your own productions. Must have ability to direct fast pace newscast. Equal opportunity employer. Send resume, sample of work, and references to: James Bynum, KSAT TV, PO Box 2478, San Antonio, TX 78298. 512-226-7611.

Prime time magazine in the top ten markets is looking for two top people. One field producer who can tell great stories, and one ENG photographer/editor with an eye for beautiful pictures. If you have experience with features that stand out, and care about quality, we'd like to hear from you. E.O.E. Box B-28.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Creative Service Director: Creative, enthusiastic, experienced with ENG for local production. EOE. Resume to: Gary Adler, General Manager, WJKS-TV, PO Box 17000, Jacksonville, FL 32216.

Producer/Director: We are seeking a self-starting highly motivated TV Producer/Director for the Production Department. Three (3) years of experience in directing: news, commercials, and public affairs programming preferred. A college degree or equivalent experience required. Send resume and salary range to: Sharon Stinnette, WDTN TV2, PO Box 741, Dayton OH 45401. An Equal Opportunity Employer M/F/H.

Hands on Director needed at Southern ABC affiliate. Must have previous experience as Director. Will be responsible for crew, spot/program production and news directing. An Equal Opportunity Employer, M/F. Resume and salary requirements to Box B-2.

Assistant Promotion Manager for NBC Owned Station. Experience necessary. On-air production, print advertising, sales promotion. Send tape and resume to Greg Stehlin, Promotion Manager, WKYC-TV, 1403 E. 6th Street, Cleveland, OH 44114. All replies confidential. EEO.

Producer/Director for major market group-owned TV Station. Heavy studio and remote production. Must have at least 3 years station directing. Excellent salary and benefit package. Please send resume to: Ralph Cole, WJZ-TV, Television Hill, Baltimore, MD 21211. E.O.E. M/F/H.

Videographer/Editor, Magazine & 3 years experience, top 10, northeast, major group, network affiliate, an equal opportunity employer. Send complete resume to Box B-12.

SITUATIONS WANTED MANAGEMENT

18-year broadcast professional in radio & TV with journalism M.A. degree with experience university radio station and three years teaching experience seeks permanent position in t-v public affairs or mid-management. Both location and salary given priority. Box B-44.

Looking for contract work: Seasoned TV Manager can solve start up problems or unusual trouble projects station has. solid experience: sales, programing, marketing, building, will travel extensively, will fit your budget. Box A-128.

General Manager. Nine years as VP-GM top 25 market. wishes to relocate in Northwest/West. Outstanding track record in building station identity and profitability. Increased net worth of my station by 432% in eight years. Will consider station manager position in right situation and location. Reply in confidence to Box B-50.

Experienced management available for Texas television or radio. Budgets, sales, marketing and quotas. Box B-59.

SITUATIONS WANTED TECHNICAL

Do you need a Chief Engineer that understands studio and transmitter equipment, production and people. If so, write Box B-1.

First Class Black female with first class lickel seeks entry level TV tech or production position. Currently working in radio. Contact Wanda 215-763-7590 or 215-922-2530.

Young, Black, Female FCC first tech has it all together and wants to get going. Television situation preferred with location no problem. Contact Jacqueline at 215-472-0131.

SITUATIONS WANTED NEWS

8 Year Broadcaster seeks entry-level: TV journalism. (2½ years, ass't-ND). William Hargreaves, 213-277-7769 (mornings).

News Director, 16 yrs. experience, track record references. Built highest rated TV news dept. in U.S. Clark Edwards. 205-281-8718.

I know the importance of numbers. Young experienced anchor-reporter-news director seeks career advancement. Willing to travel. Call 609-567-0134.

Major market Anchor/Reporter wants evening anchor. 13 years experience, degree, family. Box A-196.

Black Anchor or Reporter. B.A. Loyola University. Communications-Journalism. 8-years experience. \$30,000 salary. Box A-177.

Small or medium market sports position. Five years experience in radio, including play-by-play. One year television experience. Call 513-256-0542.

Sports Director/Sportscaster. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Mid-western market but willing to relocate. Creative, personable, experienced, and energetic. Impressive track record. Tape shows versatility. Box B-54.

News Director—Ratings/results-oriented professional broadcast journalist/administrator. Shirtsleeve, front-line worker. Major market experience. Writer, producer, airman. Interested challenging, competitive operation, TV or radio. Box A-83.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Seeking middle management position with videotape facility. Solid background in film/tape commercials. Box A-132.

Black-Producer-Director-Switcher, Top 40 market, 8 years experience in news, public affairs and entertainment seeks new challenges. Forte is local production with network look. Large northeastern or southern city preferred. Box B-48.

Director—3½ years broadcast experience, switcher/director daily newscast, medium market seeking career advancement. Preferably news. Tape, references. Box B-39.

Experienced International Communicator, B.A. Radio-Television-Film, M.A. Broadcast Communication Arts, both from California State University, San Francisco (1975). Television experience include: 3 years as director, producer/director, executive producer for National Iranian Radio-Television. Television-cinema production/direction instructor for 3 years. Looking for a position as a television production/direction staff or as college level TV production instructor. 408-356-7598, 2442 Adonis Way, San Jose, CA 95124.

CABLE

HELP WANTED TECHNICAL

Are you a First Class licensed technician frustrated with the humdrum waste of your abilities? Would you like to work in a well-equipped three man lab with a crackerjack "No. 1". We are a rapidly expanding, sophisticated CATV system—soon 300 miles—and a well-established 5000 watt fulltime AM station. Location: 30 miles west of Philadelphia, in picturesque historic Chester County. Liberal company benefits, profit sharing plan. EOE. Contact: Louis N. Seltzer at 215-384-2100 or write to PO Box 231, Coatesville, PA 19320.

SITUATIONS WANTED MANAGEMENT

Cable TV Corporate Development Executive ready to facilitate your entry into the CATV field or expand your current holdings. Won 16 municipal and county franchises to date. Have a 26 years CATV and Broadcasting management and sales background, interested in a salary, expenses and a reasonable equity position in future acquired franchises. C. R. Gibson 203-324-4656. 203-329-9670.

ALLIED FIELDS

HELP WANTED TECHNICAL

Video Maintenance Technicians. Major video systems design/installation company near Marina del Rey, California seeks permanent qualified employees for Technical Services Dept. Duties include repair and maintenance of production, broadcast, CCTV equipment, and field service. Salary open. Full company benefits. Contact: Janelle Griffin 213-871-0677.

HELP WANTED SALES

Broadcast Professional with local sales/sales management background to sell proven renewable services to broadcast management. We are industry's leading independent producer of proven local sales support, training and placement services for large and small independents and groups. Position requires an entrepreneur able to build own staff and expand on existing business in one of 6 exclusive U.S. regions. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshops/seminars. Considerable travel first year; relocation possible. First year potential \$75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Bert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

HELP WANTED PROGRAMING, PRODUCTIONS, OTHERS

Graduate Assistantships available—Radio-TV Department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Department's Graduate Program in Mass Communications: Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Department, Arkansas State University, Box 4B, State University, AR 72467. Tel: 501-972-3070.

HELP WANTED INSTRUCTION

Mass Communications Coordinator. Small, private liberal arts college seeks individual to administer, further develop and teach in established interdisciplinary major, effective August, 1980. Professional experience desirable, especially in broadcast media. Current sequences include advertising, advertising design-photography, broadcast and print journalism, and public relations. Ph.D. preferred; salary and rank negotiable for tenure-track position. Application deadline extended to March 7, 1980. Send letter, resume, and references to: G. Madden, Box 72, Lycoming College, Williamsport, PA 17701. An equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Paul Schafer wants to buy 5 and 10kw AM transmitters. Call Schafer International 714-454-1154 or write 5801 Soledad Mtn. Rd., LaJolla, CA 92037.

Need camera cable for IVC-500. New Life Communications 612-235-6404.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Audio Carousels: 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for last sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

1 KW AM Gates BC-1T Early 60's current proof, complete set spare tubes

1 KW AM RCA BTA-1R, 1962, on air, excellent condition, SS rectifiers

10 KW FM GEL, mid 60's, excellent condition, proof, spares, manuals

10 KW FM Collins 830-F1B, 310Z1 exciter, stereo, spares, on air Call M. Cooper. (215) 379-6585, for information on above or discount price on new equipment from any manufacturer.

FOR SALE EQUIPMENT CONTINUED

Ampex TA55B UHF Transmitter—55 kw. Good condition, \$150,000.
GETT57 30KW VHF transmitter—Spare Klystrons available Fall \$45,000.
GEPE-400 Color Cameras—Pedastals, Racks, like new, ea \$14,000.
GEPE-350 Color Cameras—All accessories, good condition, ea \$7,000.
GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.
IVC 500 Color Camera—Lens, cables, encoder, \$8,000.
RCA TK-27A Film Camera—Good Condition, TP 15 Available, \$12,000.
Eastman CT-500 Projector—Optical and mag sound, \$9,000.
Eastman 285 Projectors—Reverse, good condition, ea \$6,000.
RCA TVM-1 Microwave—7GHZ, Audio Channel, \$1,000.
RCA HI-Band refurb. heads—RCA Warranty, ea. \$3,500.
Ampex 1200A VTR's—Loaded with Options, ea. \$24,000.
Norelco PC-70 Color Camera—16X1 200M lens, 2 available ea. \$18,000.
Norelco PCP-70 Color Camera—Portable or Studio Use \$10,000.
Norelco PC-80 Color Camera—Updated to PC-70, new tubes, \$11,000.
New Videotek Monitors—Super quality, low price.
New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800—241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404—324-1271.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C. Cape Girardeau, MO 63701, 314—334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C. Cape Girardeau, MO 63701, 314—334-6097.

Automation SMC-DP 1 four rack with logging. Dick Moran WBZI Xenia, OH 45385; 513—372-3531.

New RCA BTF 20E FM Transmitter, still at factory, never used. 20KW Transmitter—\$39,000. Contact Barrett Mayer, WLOQY, Box 277, Ft. Pierce, FL 33450. 305—464-5465.

Automation System, 18 months old, ABC-Stereo, 4 carousels, 6 Scully 250s, 5 Beaucart machines, 1 reel-to-reel time system with 2 Scully tape machines, 1 English print logging system with Xtel printer, cart recorder, and CRT endcode system, net join, digital clock system. In like new condition. Original cost—\$75,000. First \$50,000 gets it. Station went live. WLOQY-FM, Fort Pierce, FL. Barrett Mayer, 305—461-0099.

Eastman CT-500 16mm Color Broadcast Projector, \$8,000, 205—956-2227.

TRI EA-3 Editor with DDT-1 limer \$2,000 or best offer. Microtime 2020 time base corrector, \$12,000 or best offer. CVS 520 digital time base corrector, \$9,500, or best offer. Contact: National Video Industries, Inc. 15 W. 17th St., NY, NY 10011. 212—691-1300.

Hitachi SK-80: \$17,000 or best offer. Excellent condition. Must sell quickly. 615—383-4916.

Composite Limiter, rack mount, \$495. Call Crawford Communications 609—468-2585.

Ikegami HL77A. Excellent condition. Asking \$32,500 or best offer. Ms. Moss 202—232-2676.

Andrew Line & Connectors ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703—777-8660. Box 590, Leesburg, VA 22075.

Two Carousel's, SMC, very clean, immediately available. Call Crawford Communications 609—468-2585.

Microtime 2020+ with Image Plus, velcor, DOC. IVC-7000P with Canon 10:1 lens. New Life Communications 612—235-6404.

Fully Directable antenna systems for DOMSAT. Change satellites in seconds 5-10 meter systems. ABKO, 2247 Rouse Rd, Orlando, FL 32807.

For sale JVC 8300 elec. editor; 4400 port. recorder and 3800 color camera. 2 yrs. old, less than 75 hrs total use. \$8,000. J. Johnson, 317—759-7245.

1,000KW Power Plant (One Million Watts): Perfect for standby generator for entire TV station (or small town). Diesel fueled. Like-new condition. \$150,000. Bill Kitchen, Quality Media Corporation. 800—241-7878.

Two G.E. 50 kw AM transmitters. Plenty of new spares including mod. transformer, one Continental 50 kw air cooled dummy antenna, one Continental 5 and 10 kw AM transmitter, clean. All items in our stock Besco International, 5946 Oaks Dr., Dallas, TX 75248. 214—630-3600.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312—944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215—525-9873.

Shop-at-Home Radio promotion for medium and small markets. Gross over \$1,000 monthly. Write for brochure. Hayden Huddleston Productions, 305 Sheandoah Bldg., Roanoke, VA 24011.

Radio and TV Bingo. Serving over 1000 stations, oldest promotion in the industry. World Wide Bingo—RO. Box 2311, Littleton, CO 80160. 303—795-3288.

RADIO PROGRAMING

Bill's Car Care. Remarkable, concise. Daily. Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 12 and March 25. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813—955-6922. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703—373-1441.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

San Francisco, FCC License. 6 weeks 3/10/80. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415—392-0194.

RADIO Help Wanted Sales

GENERAL SALES MANAGER

New England growth market. Dominant FM contemporary Grew 50% in 1979. If you are experienced, aggressive, motivating, and growing, tell us what you can do in '80 and beyond. Salary, commission, bonus, insurance, car, and more. Send resume with 3 broadcast references, and cover letter with your achievements. Box B-40.

Help Wanted News

SAN FRANCISCO BAY AREA ANCHOR-REPORTER

Experienced, dynamic communicator. Send tape & resume to: Ray Hasha, News Director, KLOK Radio, Box 21248, San Jose, CA 95151. EOE.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR OF THE YEAR

WBBG—Cleveland's newest and hottest Personality/Contemporary Format—heavy "oldies" emphasis—is looking for a Program Director who wants to be No. 1 in 1980. Strong promotion and "people ability" are a must. Rush your resume today to Joe Restifo, Vice President/Operations, WBBG, 3940 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

Situations Wanted Sales

EGO...EMPATHY...PERSISTENCE

If you are looking for these qualities in a salesman-manager with 16 years experience in local-regional-national radio television sales. Write Box B-61.

Situations Wanted Announcers

Outrageous Comic

Where are the girls I hired to rip my clothes off. Ouch—Never hide grandmothers teeth in your underwear. O.K. folks, I need a job. I asked my landlord where the bathroom is and he said "Don't worry, the Shell Station will be open 24 hours once they build it. My father married a monkey. The result—a monkey who's ashamed of her kid. If you want more than time and temperature call Uncle Alvin at 717—652-7408 for tape.

Situations Wanted Technical

TECHNICAL DIRECTOR

of multi station group desires position as TD or chief engineer of major market facility. Seven years with current employer. Highly experienced. Seeking permanent position with progressive and responsible organization. Box B-47.

**Situations Wanted Programing,
Production, Others**

MAJOR MARKET P.D.

Recognized leader in Country Programming looking for PD/Op.M. position in top 20 market. Experienced in news, music, promotions and FCC regulations. Will consider smaller market with equity participation. Presently employed. Box B-49.

Miscellaneous

**American Psychological
Foundation**

**1980 National
Media Awards**

for

- Television/film • Newspaper reporters • Magazine writing
- Radio • Books/monographs

\$5000 IN CASH AWARDS

For details contact: Public Information Office, American Psychological Association, 1200 Seventeenth Street, N.W., Washington, D.C. 20036.

Telephone (202) 833-7883

**TELEVISION
Help Wanted Sales**

**KHOU-TV
CBS in Houston**

has an opening for an experienced Traffic Manager with a strong emphasis on inventory control. Responsibilities include supervision of the Traffic/Operations department, the BIAS computer system, and assisting the Sales Service Director.

Send resume and salary history to: Dan Meadows, Sales Service Director, KHOU-TV, P.O. Box 11, Houston, Texas 77001. An Equal Opportunity Employer M/F.

Help Wanted Technical

**TELEVISION
TECHNICIAN**

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:

Chief Engineer
WMAR-TV
6400 York Rd.
Baltimore, Maryland 21212
E.O.E. M/F

BROADCAST TECHNICIAN

Maintain and operate new color TV production studio. All new equipment including three Hitachi SK-90 cameras and RCA TH 200 1 inch recorder. First class RT operators license required. 12 months contract, salary, \$1,433 per month plus benefits. Applications accepted through Feb. 29, 1980. Palomar College, 1140 W. Mission Rd., San Marcos, CA 92069. (714) 744-1150 or (714) 727-7529, ext. 410 for additional details. EOE.

A Tradition On The Move!

RCA American Communications, Inc. has several immediate openings at its Vernon Valley N.J. Tape Center and Earth Station facility.

**Edit/Maintenance
Technicians**

Requires a minimum of 2-3 years experience in the maintenance and operations of computer editing, TR 600 VTR, Grass Valley 1600 Switcher, TK-28 film chain, plus general maintenance and operations.

**Systems Network
Controllers**

Responsibilities to include monitoring satellite video traffic, scheduling services, evaluate/resolve anomaly reports, implementing system restoral plans as required, and first-line customer contact. Prefer technically-oriented individual with 3-5 years experience in video/audio, common carrier or television broadcasting environment. Initially located in New York City, this position will relocate to Vernon Valley within the year.

For prompt consideration, forward your resume including salary, to:

Mrs. Shirley Sasor
RCA American Communications, Inc.
Dept. BRO
201 Centennial Avenue
Piscataway, N.J. 08854

Equal Opportunity Employer

RCA

TIME INC.

**TV Technician/
Engineer (CATV) HBO**

Home Box Office, a wholly-owned subsidiary of Time Inc. is accepting applications from qualified television/CATV professionals to fill a challenging, responsible position in their New York based Network Operations Department.

Duties to include baseband signal evaluation and implementation at affiliate locations (approx 25% travel). Strong knowledge of CATV security hardware and systems a must.

Excellent starting salary and company benefits as well as growth potential. Interested? If so, forward your resume in complete confidence to:

George W. Gilbert
Director Network Operations

Home Box Office, Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020

HBO

CABLE
Help Wanted Management



TIMES MIRROR
CABLE TELEVISION

Times Mirror Cable Television, the sixth largest cable company in the Country, serving nearly 500,000 subscribers in 13 states, is offering excellent opportunities for high caliber cable professionals.

SYSTEM MANAGERS

Hartford Conn. — This is a rapidly developing system which eventually will have 700 miles of plant with over 100,000 homes passed and 60,000 subscribers. The system is currently offering fully expanded services including majority of satellite services and two pay services.

Philadelphia, Penn. — Existing system serves approximately 12,000 subscribers with current applications to extend the plant to an additional 31,000 homes. Considerable growth projected for this system over the next 3 years.

Both these positions require experience in large system management as well as a background in new system development.

MARKETING MANAGER

Philadelphia, Penn. — This individual, reporting to the Regional Vice President, will supervise the marketing of a full service, expanded, state-of-the-art cable system to a receptive urban audience. Experience in promotion, direct sales and media placement are critical to success.

CORPORATE POSITIONS

Director of New Development — Operations — Individual needed to supervise local management efforts in new market builds in major cities such as Louisville, Kentucky and Providence, Rhode Island. This position requires strong cable background including construction, management and marketing.

National Marketing Director — This position requires a proven record in sales management, and the ability to lead an aggressive growth plan. Experience in direct sales, good communications skills, and a keen analytical mind are important ingredients. Past experience in the cable industry is highly desirable.

At Times Mirror we believe in allowing our people independence and flexibility in management and provide them with the corporate expertise and support necessary to insure their success. We have exciting plans for the future and with the financial backing of a Company which generates annual revenues of 1.7 billion dollars, we have the financial support we need. We offer an excellent compensation package including incentives along with an outstanding benefit program. If you are an aggressive individual with the proven ability to succeed — we would like to talk to you about your future in cable.

Please send your resume including salary history in confidence to Beverly Dreher, Personnel Director, Times Mirror Cable Television, P.O. Box 2320, Costa Mesa, California 92626.

We are an equal opportunity employer and we encourage women and minorities to apply.

ALLIED FIELDS
Help Wanted Technical

AM/FM TRANSMITTER DESIGN
ENGINEER

Rapidly-expanding broadcast equipment manufacturer in Philadelphia area seeks RF Design Engineer experienced in AM/FM analog and digital transmitter technology. Salary open commensurate with qualifications. Reply in strict confidence to Box A-156.

Help Wanted Technical
Continued

FIDELIPAC CORPORATION

The leading manufacturer of Broadcast Audio Tape Cartridges seeks senior addition to its Electrical Engineering staff.

Please submit resume in confidence or call (609) 235-3511
Roger Thanhauser, President
Fidelipac Corporation
109 Galther Drive
Mount Laurel, N.J. 08057

Help Wanted Sales

Regional Sales
Manager

VIDEO PRODUCTS

We're looking for an aggressive individual for an immediate opening in the Central Region. Responsibilities include Distributor and Direct Sales. Experience in technical video sales and a basic understanding of VTRs, Time Base Correctors, and other related video equipment essential. Base of operations in Midwest. Travel required.

Excellent opportunity. Salary plus commissions and company benefits. Send resume to Director of Personnel, Microtime, Inc., 1280 Blue Hills Avenue, Bloomfield, CT 06002.

An Equal Opportunity Employer.

 **MICROTIME**
For Video Processing

PRODUCT/SALES
MANAGEMENT—UHF/VHF

PRODUCT MANAGEMENT
INTERNATIONAL SALES—AM/
FM

CCA, a rapidly growing major broadcast transmitter manufacturer seeks highly motivated and successful individuals to join our expanding marketing team.

The individuals should have TV or Radio experience in either marketing, sales, or product management, and a technical knowledge of broadcast equipment.

Outstanding compensation package plus good benefits in an exciting atmosphere.

For immediate consideration send complete resume and salary history to: Alice Soltysiak, Manager, Marketing Services.

CCA

CCA Electronics Corporation
Box 5500
Cherry Hill, NJ 08034
Equal Opportunity Employer

Radio Programming



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884

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BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

CABLE CAREERS

CATV RECRUITERS—FEE PAID
Call (713) 941-3236 for information on
opportunities
JIM YOUNG & ASSOCIATES P.O. Box
225 S. Houston, TX 77587

WHY NOT LIVE IN HAWAII?

There are 5 TV STATIONS...32 RADIO
STATIONS...and 36 AUDIO/VIDEO/FILM
PRODUCTION HOUSES in the islands.
The "Hawaii Broadcast Job Index" lists
them all.
Send \$2.50 to: Iki Enterprises
1848 Kahakai Dr. #801
Honolulu, HI. 96814

Public Notice

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE QUINCY, MA.

The City of Quincy will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:30 p.m. on April 18, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the City of Quincy. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.

All applications received will be available for public inspection in the City Clerk's Office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

ARTHUR H. TOBIN, Mayor, Quincy City Hall, 1305 Hancock Street, Quincy, MA 02169

The Village of Rockville Centre, located in Nassau County, New York, invites applications for a cable television franchise. Applications must be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until May 1, 1980, and all applications received will be available for inspection during normal business hours at the Village Hall, College Park, Rockville Centre, New York 11570.

Tony DiBella, Chairman
Rockville Centre Cable Television
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Municipal Building
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- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
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- FM covering large Tennessee city. \$600,000.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Michigan city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
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VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
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STATIONS

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MW	Small	AM	\$540K	Cash	Bill Chapman	(404) 458-9226
MW	Metro	FM	\$550K	\$160K	Jim Mackin	(312) 323-1545
E	Major	FM	\$4000K	Terms	Art Simmers	(617) 848-4893

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Fates & Fortunes

Media

Allan Ginsberg, VP-general manager of Metromedia's WXIX-TV Cincinnati, named to same post with Metromedia's WTTG(TV) Washington, succeeding **William Carpenter**. Succeeding Ginsberg at WXIX-TV is **Kevin O'Brien**, who has been general sales manager of Metromedia's WTCN-TV Minneapolis-St. Paul.



Ginsberg



Stakes

Richard Stakes, executive VP of Spartan Radiocasting Co., Spartanburg, S.C., and formerly president of Evening Star Broadcasting Co., subsidiary of Washington Star Communications, Washington, joins Summit Communications, Winston-Salem, N.C., as executive VP. Company owns cable systems, three AM and three FM stations.

Lee S. Simonson, general sales manager, RKO Radio's WFYR(FM) Chicago, named general manager at sister WXLO(FM) New York, succeeding **Erica Farber**, VP and general manager.

Wayne Kearn, president of broadcast operations for Harte-Hanks Communications, San Antonio, Tex., and corporate VP, named senior VP.



McCoy

John E. McCoy, VP for law and secretary of Storer Broadcasting Co., Miami Beach, retired Jan. 31, after 29 years with company. Before joining Storer in 1950, he was with FCC in Washington as chief of FM and TV broadcast sections of office of general counsel.

Ed Bell Oberle, general manager of WKTZ-AM-FM Jacksonville, Fla., named senior VP of stations, which were recently purchased by Beck-Ross Communications (BROADCASTING, July 9, 1979). **Michael Portney**, acting general manager of WAPE(AM) Jacksonville, joins WKTZ as VP-general manager.

Robert J. Sullivan, VP-corporate development for American Express Co., New York, named senior VP of business development for Warner Amex Cable Communications there, jointly-owned subsidiary of Warner Communications and American Express.

Dean Finney, former owner and general man-

ager of WTVN(AM) St. Johnsbury, Vt., and WIKF(AM) Newport, Vt., joins WHBG(AM) Harrisonburg, Va., as VP-general manager.

Dino Ianni, general manager of KSSS(AM) Colorado Springs, joins KRKE-AM-FM Albuquerque, N.M., in same capacity.

Rick Jones, former president and general manager of noncommercial WNPE-TV Watertown, N.Y., joins Pennsylvania Public Television Network, Hershey, as assistant general manager.

Peter Crawford, local sales manager, WHDH(AM) Boston, named station manager.

Jim Smith, general sales manager, WVEZ(FM) Cincinnati, named station manager.

Eric Klein, news and public affairs director, WPRB(FM) Princeton, N.J., named station manager.

Laura Woodruff-Block, account executive, WYYY(AM) Kalamazoo, Mich., named operations manager.

Pat Elleven, promotion director, noncommercial KSHU(FM) Huntsville, Tex., named station manager.

Anthony Esposito, former executive director of New York State Cable Television Association, joins American Television and Communications Corp., Denver, as VP-franchise development.

Michael Graham, who formerly handled West Coast business affairs for William Morris Agency, named director of business affairs for Golden West Broadcasters television division, Los Angeles.

Fred Wacker, financial manager, Department of Defense, Washington, joins Corporation for Public Broadcasting there as VP-treasurer.

Edward Sternbach, purchasing manager for Sonocraft Corp., New York audio-video distributor, joins NBC as purchasing agent.

Advertising



Thompson

William D. Thompson, senior VP and group director for Young & Rubicam, New York, named executive VP of Y&R USA. **Craig Middleton**, VP-director of marketing for Y&R in Chicago, elected senior VP. **Sidney Hecker**, manager of copy research for Y&R in New York, and **Jon**

Millenson and **Richard Schrum**, associate directors of account research, also in New York office, elected VP's.

Charles Blakemore, senior VP and executive creative director of Leo Burnett Co., Chicago, appointed executive VP and director of creative services worldwide for Benton & Bowles, based

in New York. He replaces Alvin Hampel, who resigned last October (BROADCASTING, Nov. 5, 1979).

Ronald Burns and **Robert Norsworthy**, management supervisors, and **Andrew Romano**, creative supervisor, J. Walter Thompson, New York, named senior VP's of company's eastern division.

Charles Grady III, management supervisor, D'Arcy-MacManus & Masius, St. Louis, elected senior VP. **Susan Marek**, broadcast traffic coordinator, DM&M, Chicago, named broadcast traffic supervisor.

Stuart Hyatt, VP-associate creative director, Kenyon & Eckhardt, New York, joins Doyle Dane Bernbach there as senior VP-creative manager. **Joe Scibetta**, executive producer in TV department, and **Mike Perkins**, account supervisor, DDB, elected VP's.

John Gellatly, VP-senior management representative, and **John Cross**, VP-creative supervisor Needham, Harper & Steers, New York, elected senior VP's. **David Cantor**, senior copywriter, NH&S, New York, elected VP. **Joel Hochberg**, executive creative director, NH&S, Chicago, named deputy director of creative ser-



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vices. **Carlton (Tony) Vandewarker**, VP and associate creative director, NH&S, Chicago, named creative director.

Nelson van Sant Jr., management supervisor, N W Ayer ABH International, New York, elected senior VP.

Mel Michael Stein, VP-associate creative director, Grey Advertising, New York, joins Marshchalk there as senior VP-associate creative director.

Robert Steigelman, creative supervisor, **Nicholas Glsonde**, art director, **Lois Rice** and **Barry Lisee**, senior producers, Backer & Spielvogel, New York, named VP's.

Appointments, Foote, Cone & Belding, New York: **Edward Meyer**, from J. Walter Thompson in Miami, named account supervisor on British Airways; **Jean Morison**, from FCB/Honig in Los Angeles, transferred to New York office as assistant account executive on Life Savers account; **Jill Seligson**, from Rosenfeld, Sirowitz & Lawson, named account executive at FCB on Lorillard account; **Veronica Kludjian**, assistant account executive, named account executive on Western Electric account; **Martha Pearson**, from Chollick Associates, joins FCB as art director, and **Barbara Pollock**, from Rosenfeld, Sirowitz & Lawson, joins FCB as director of broadcast business affairs.

Kirk Borland, account supervisor, Tatham-Laird & Kudner, Chicago, named management supervisor. **Dan Bartolon**, account executive, named account supervisor. **Bob Klein**, assistant account executive, named account executive.

Nevill Cross, from Albert Frank/FCB, subsidiary of Foote, Cone & Belding, joins Lawrence Butner Advertising, New York, as VP. **Wendy Silverstein**, account executive and TV and radio producer, assumes additional duties as assistant to president of Lawrence Butner.

Joyce Reynolds, public relations director and account supervisor, Kenrick Advertising, St. Louis, named VP. **Jefferson Miller**, creative supervisor, named VP-associate creative director.

John Vertigan, creative supervisor, Hoefer, Dieterich & Brown, San Francisco, named associate creative director.

David N. Lewis, for many years advertising and promotion manager of Westinghouse Broadcasting Co. in career that spanned almost 35 years with station group operator, named consultant to Hecht, Higgins and Petterson advertising agency, New York.

Phillip Carroll, formerly with Ogilvy & Mather, New York, and **Nancy Blatt**, former advertising manager at Air Express International, New York, join Ketchum MacLeod & Grove, there as account executives.

Jay Reich Jr., from Leo Burnett in Chicago, and **Sharon Hopkins** and **Linda Tramonte**, from World Wide Agency, Washington, join Ehrlich-Manes there as account executives.

Laura Resnick, media manager, Putnam Advertising, New York, joins E. M. Reilly & Associates, St. Louis, as media director.

Edwin J. Howard, with Blair Radio in New York, named VP-New York sales manager of Blair Radio's new Blair State Network division.

Robert Schulberg, manager, sales develop-

ment, CBS Radio Spot Sales, named Western director, market development, Los Angeles.



Coppinger

joins Bernard Howard in Chicago as account executive.

Jeffrey Wakefield, senior research analyst, Torbet Radio, New York, appointed to new post of marketing/research director, Major Market Radio Sales, New York. **Nancy Merryman**, account executive, Buckley Radio Sales, named to same post with Major Market Radio Sales, New York. **Susan Hinsche**, account executive, KFBW(AM) Los Angeles, joins MMRS, as account executive there. **Susan Schaat**, account executive with Market Buy Market Division of Golden West Broadcasters, San Francisco, named account executive with Major Market Radio Sales, San Francisco.

Robert Lewis, manager of Los Angeles office of William B. Tanner Co., based in Memphis, named general manager for West Coast area.

Edward Samson, from Brady-Samson, TV production firm in New York, where he was principal, joins Blair Television there as account executive on ABC-blue team. **Deborah Berbusse**, on NBC-red team, named account executive on NBC-blue team.

Michael Mandelker, account executive, early morning sales, ABC-TV, New York, and **Patricia Hurley**, VP-assistant director, television programming, named account executives for news sales, ABC-TV.

Dennis Glynn, account executive for ABC Radio, Chicago, named Midwest sales manager. **George Wheatley**, account executive, WIND(AM) Chicago, succeeds Glynn.

Neil Randell, VP-sales, based in New York, for (SIN) National Spanish Television Network, named VP-Eastern sales manager. **Joe Prisco**, director of sales for radio, named account executive with television sales staff. **Sonia Alban**, account executive with MMT Sales, New York, and **Daniel Garzes**, from media department of Leo Burnett Advertising, Chicago, join SIN as account executives.

John Fitzpatrick, sales manager of San Francisco office of CBS/FM National Sales, named general sales manager for KCBS-FM San Francisco.

George Beaudet, general sales manager, WZZP(AM) Cleveland, joins KERE(AM) Denver in same capacity.

Craig Harper, local sales manager, WEZI(FM) Memphis, named general sales manager.

Robert C. Morgan, regional sales manager, WBAL-TV Baltimore, named national sales manager.

David Olmsted, general sales manager, WRGB(TV) Schenectady, N.Y., joins KSTP-TV St. Paul as national sales manager.

Robert Coppinger, president of Buckley Radio Sales, New York, since 1971, resigns to join Bernard Howard & Co. there as executive VP. **Dennis Powell**, account executive in Chicago office of Bernard Howard, named manager of Los Angeles office. **Diane Carstens**, formerly with Torbet Radio,

Michael Vrabac, regional sales manager, KBMA-TV Kansas City, Mo., joins co-owned KTEW(TV) Tulsa, Okla., as local sales manager.

Robert Tleman, account executive, WWEZ(FM) Cincinnati, named local sales manager.

Mel Wilkins, account executive, KMJ-AM-FM Fresno, Calif., named sales manager, succeeding **C.T. (Trace) Thrumston**, who retires.

Sharon Taylor, account executive, WYYY(AM) Kalamazoo, Mich., named sales manager.

Judy Connolly, account executive, WWYZ(FM) Waterbury, Conn., named regional sales manager for New Haven, Conn. **Hank Cleary**, account executive, WRCQ(AM)-WRCH-FM Hartford, Conn., joins WWYZ as regional sales manager for Hartford. **Chuck Agnanno**, account executive, WSPR(AM) Springfield, Mass., joins WWYZ in same capacity.

Dave Cluff, sales trainee, KIRO-TV Seattle, named account executive.

Rich Rapiti, account executive, WCBS-FM New York, joins WRVR(FM) there in same capacity.

Beverly Schmidt, sales manager of Pittsburgh Penguins of National Hockey League, joins WXXX(FM) Pittsburgh as account executive.

James Jackson Dabney, from sales position with WEZI(FM) Memphis, joins WREG-TV there as account executive.

Barbara Shafer, secretary to general sales manager of WDTN(TV) Dayton, Ohio, named account executive.

Jack Calvo, general manager of KTNT(AM)-KNBQ(FM) Tacoma, Wash., joins sales staff of KVI-FM Seattle.

Donna Goldsmith, account executive at WGAN-TV Portland, Me., named account executive for co-owned WINZ(AM) Miami.

M. Bridget Hartman, account executive, WKTK(FM) Baltimore, joins WMAR-FM there in same capacity.

Phyllis Novak, sales field service representative for GAF Corp., Chicago, joins WQUA(AM) Moline, Ill., as account representative.

Programing



Andrews

Peter Anthony Andrews, senior VP, Begelman/Field Co., and formerly VP, specials, NBC Entertainment, West Coast, named executive VP, MGM Television, Los Angeles.

Barbara Gallagher, VP, special and late-night programs, ABC Entertainment from 1978 to 1979 and free-

lance script writer for past year, named VP, specials and late night programs, NBC Entertainment, New York.

Dalton Danon, VP of Teleworld, Los Angeles, joins Columbia Pictures Television Distribution, Burbank, Calif., as VP-features marketing, Western U.S.

Bridget Potter, VP of prime time program development, ABC-TV, New York, named VP of Lorimar Productions, in charge of East Coast

motion picture and television development.

Archie C. Purvis Jr., director of industrial marketing for MCA Inc., Los Angeles, named VP, Video Sales, ABC Video Enterprises, Los Angeles.

Peter Kaikko, manager of production, daytime and syndicated programs, 20th Century-Fox, Beverly Hills, Calif., named director.

Angelo Pizzo, assistant to executive producer for Time-Life Television in Los Angeles, named director of motion pictures for television. **William Ambrose**, director of business and educational marketing, Time-Life Video, named VP.

Denny Adkins, regional manager, sales department, Drake-Chenault, Canoga Park, Calif., named to newly created position of VP-research and development.

Art Warshaw, senior VP and head of business affairs for Tandem Productions/TAT Communications, Hollywood, named executive VP.

Richard S. Gold and **Steve Mathis**, former principals in Air Time Syndication, have formed new syndication company, Mag-Net Inc., with headquarters in Los Angeles. Gold, however, will be based in New York, while **Jack Allen**, former director of sales for KNBC(TV) Los Angeles, will staff Detroit office.

Don Colapinto, who formerly owned company involved in feature film syndication, joins Worldvision Enterprises in Los Angeles as account executive for Western division.

Karen Brooks, broadcast account executive with Robert Wold Co., Los Angeles production company, joins Gold Key Media there as sales manager.

Karen Bomson, assistant director of programming for Telemation Program Services, New York, joins Daniels and Associates, Denver-based cable company, as assistant director of programming.

Dick Carlson, announcer on weekly sports program for ABC Radio, New York, named director of sports programming for ON TV, new subscription television service of Cincinnati Subscription Television.

Chris Lane, air personality, KLAC(AM) Los Angeles, joins Weedeck Corp. there on its *Country Report* syndicated program.

Jack Hayes, former air personality with KNBR(AM) San Francisco, joins Contemporary Formats Co., Pacifica, Calif., as programming consultant.

Jane Whitney, co-host of P.M. Magazine on KXTV(TV) Sacramento, Calif., joins WCAU-TV Philadelphia as host of new program, *Morning In Philadelphia*.

Denny Meyers, producer of *PM Magazine* on WFSB-TV Hartford, Conn., named executive producer. **Ron Obston**, reporter, photographer and editor for WYIT(TV) New Britain, Conn., joins WFSB-TV as associate program producer on *PM Magazine*. **Susan Lichtman**, reporter for ITV Television in Edmonton, Alberta, Canada, joins WFSB-TV as associate producer and tipster for *PM Magazine*.

John Duncan, former program director for WAAF(FM) Worcester, Mass., joins WABX(FM) Detroit in same capacity.

Michael Millard, from KFJZ-AM-FM Fort Worth, joins KEIN(AM) Great Falls, Mont., as program

director.

Larry Burnett, assistant sports director, KOTV(TV) Tulsa, Okla., joins WKLT(TV) Miami as weekend sports anchor.

Michael McGee, sports director, KGBT-TV Harlingen, Tex., joins KMOL-TV San Antonio, Tex., as weekend sports anchor.

Jeff Dippel, client relations coordinator, KJEO(TV) Fresno, Calif., joins KTVN(TV) Reno as production manager.

Jed Duvall, from WIBC(AM) Indianapolis, joins WHBQ(AM) Memphis as program director.

Larry Justice, freelance announcer in Boston area, who has done voice of Johnson & Johnson Baby Lotion and Procter & Gamble's Top Job, joins WROR(FM) Boston as air personality.

John DeBella, production director, WLIR(FM) Garden City, N.Y., joins WPEZ(FM) Pittsburgh as air personality.

James Lewis, public television consultant of Austin, Tex., joins noncommercial KPTS(TV) Hutchinson, Kan. (Wichita), as director of programming.

Richard Pate, production director, noncommercial KSHU(FM) Huntsville, Tex., named program director. **Cindy Clary**, in promotion department, named operations manager. **Larry Whitt**, announcer, named production coordinator. **Don Marlon**, assistant sports director, named sports director.

Beverly Bradshaw, traffic manager, WNJR(AM) New York, named director of traffic and continuity.

Evans Mirageas, music producer, noncommercial WUOM(FM) Ann Arbor, Mich., named senior producer.

News and Public Affairs

Art Kent, Pittsburgh bureau chief for NBC News, named correspondent assigned to Tel Aviv bureau.

Jonathan Ward, associate producer, *CBS Evening News with Walter Cronkite*, named senior producer. *Universe*, upcoming CBS News science series.

John Lippmann, news director, KSTW(TV) Tacoma, Wash., joins KIRO-TV Seattle in same capacity.

Edwin Hart, news director, WOI-TV Ames, Iowa, joins WROC-TV Rochester, N.Y., in same capacity.

Miles Resnick, news director, WNEM-TV Bay City, Mich., joins WTVN-TV Columbus, Ohio, in same capacity.

Douglas Drew, 6 p.m. anchor, KOAI(TV) Flagstaff, Ariz., named news director.

Jeff Eller, former news director for WGOW(AM) Chattanooga, joins WNGE(TV) Nashville as assignment editor.

Dick Mason, 5 p.m. and 10 p.m. anchor, KTHI-TV Fargo, N.D., joins WJRT-TV Flint, Mich., as noon and 5:30 p.m. anchor. **Cynthia Collyer**, also from KTHI-TV, where she was cut-in anchor on *Good Morning America*, joins WJRT-TV as weekend anchor.

Steve Holt, city hall reporter, KYW(AM) Philadelphia, named correspondent in Washington news bureau of Group W, licensee of station.

Roger Cristy, news director, WSUN(AM) Tampa, Fla., joins WPLP(AM) Pinellas Park, Fla. (St. Petersburg), in same capacity.

Michael Mahoney, senior reporter, WOI-TV Ames, Iowa, joins KMBC-TV Kansas City, Mo., as general assignment reporter.

Veronica Fodor, from WTMJ-TV Milwaukee, joins KTXL(TV) Sacramento, Calif., as reporter.

Deveron Timberlake, assistant promotion manager, WXEX-TV Richmond, Va., joins WWBT(TV) there as reporter. **Andrew Farmer**, reporter, WLYH-TV Lancaster, Pa., joins WWBT as city government reporter. **Jennifer Smith**, co-anchor, WSET-TV Lynchburg, Va., joins WWBT as weather anchor and reporter.

Carol Schrader, co-anchor on midday news, KETV(TV) Omaha, and **Chuck Smith**, from KRIS-TV Corpus Christi, Tex., named co-anchors on weekend news at KETV. **Scott Buer**, from KCRG-TV Cedar Rapids, Iowa, joins KETV as cinematographer. **Ross Jernstrom**, from KHAS-TV Hastings, Neb., joins KETV as weekend sports anchor.

Sara Moquin, from WCFT-TV Tuscaloosa, Ala., joins WAFF(TV) Huntsville, Ala., as weekend anchor and weekday metro reporter.

Mike Ambrosini, anchor and reporter, WIND(AM) Chicago, joins KNX(AM) Los Angeles in same capacity.

Charles Bernard, south Asia manager for UPI in Singapore, named administrative assistant to

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Richard Litfin, VP for UPI's Western zone. **Wilma Tillis**, reporter for Norfolk, Va., *Ledger-Star*, named manager of UPI's bureau in Wichita, Kan. **Barbara Rosewicz**, reporter in Topeka, Kan., bureau, named manager. **William Stracener**, from Winston-Salem, N.C., *Journal*, named manager of UPI's new Charleston, S.C., bureau.

Promotion and PR

Carol Bauer, director of creative services for KGO-TV San Francisco, ABC-owned television station, named VP, creative services, ABC Owned Television Stations, New York.

Constance Kastelnik, press secretary to Massachusetts Senator Joseph Timilty in his campaign for mayor of Boston, joins ABC News, New York, as manager of news public relations.

Robert O'Neil, administrator of corporate communications, NBC, New York, named manager of corporate communications. **Charles Barrett**, editor for *Hollywood Reporter*, joins NBC as network publicist in Burbank. **Margo Zinberg**, publicist with Rogers & Cowan, Los Angeles, joins NBC in Burbank as publicity representative.

Edward Kessler, formerly with Cabletrends, Atlanta-based cable advertising company, joins Cable News Network, Atlanta, as director of corporate communications.

Robert Fuller, director of press information, CBS Radio, New York, plans to take early retirement on reaching age 62 in May, after 31 years with CBS.

Sue Hommel, manager of Gannett Newspaper Advertising Sales office in Dallas, named director of corporate promotion with Gannett's corporate communications staff in Washington.

Linda Staff, associate producer of *PM Magazine* on Taft Broadcasting's WKRC-TV Cincinnati, joins co-owned WDAF-TV Kansas City, Mo., as promotion manager.

Beth Marney, executive secretary to general manager of KFSN-TV Fresno, Calif., named manager, on-air advertising and community service.

Kay Ponder, from creative services department of WSFA-TV Montgomery, Ala., joins WBRC-TV Birmingham, Ala., as promotion manager.

Robert F. Donahue, director of public relations for WWLP(TV) Springfield, Mass., retires. He had been with WWLP since 1963.

Dan Kelly, director of research for TeleRep, New York, named to new post of director of promotion and public relations.

Technology

John Egan, Eastern sales manager for CATV for Anixter-Pruzan, named executive VP, and will relocate to company's headquarters in Skokie, Ill.

John Barton, attorney with Omaha firm of Crossman, Barton & Norris, joins McMartin Industries there as executive VP, responsible for management of international projects. **Robert Switzer**, director of domestic sales for McMartin, named VP-sales.

Robert Griffiths, Eastern area sales manager for Telemet, Amityville, N.Y., named VP-sales.

International

Stephen Matthews, former editor of *Westward Report*, public affairs program on Britain's Westward Television, named head of news and current affairs.

Trevor McDonald, anchor for Independent Television News in London, named diplomatic correspondent. **Michael Brunson** was named political editor. **David Walter**, producer of BBC current affairs program, *Newsweek*, joins ITN as political correspondent succeeding **Glyn Mathias**, who becomes home affairs correspondent for ITN.

Allied Fields

Jerold Lynch, account manager in Atlanta office of A. C. Nielsen Co., elected VP-account manager of Marketing Research Group USA. **Ward Woodhead**, member of Nielsen Television Index, central area, sales-service staff based in Northbrook, Ill., named VP-media research group.

Michael T. Membrado, VP and advertising director, *Marketing & Media Decisions* magazine, and previously executive VP, Adam Young Inc., named VP of Arbitron Television Sales.

Stanley G. Mouse, president, broadcast division, Cox Broadcasting Corp., Atlanta, named to Television Industry Rating Policy Committee of Television Bureau of Advertising as representative of TVB board of directors.

Thomas P. Campbell, chief of financial management division of FCC, Washington, named associate executive director for operations, in charge of financial management, personnel management and operations and support divisions.

Michael Gottesman, former media buyer-planner with Doyle Dane Bernbach, New York, joins Southern Illinois University, Edwardsville, as assistant professor of mass communications.

Wallace E. Johnson, executive director of Association for Broadcast Engineering Standards, elected chairman of new National Radio Systems Committee of Electronic Industries Association, Washington ("Closed Circuit," Jan. 21). Committee will study AM stereo and FM technical standards. Johnson is former chief of FCC's Broadcast Bureau.

Deaths

Jimmy Durante, 86, whose entertainment career spanned 64 years, died of pneumonitis Jan. 29 at St. John's hospital in Santa Monica, Calif. He had suffered stroke in 1972 that left him partially paralyzed. Nicknamed "Schnoz-



Durante



Selph

zola." Durante had radio program with Gary Moore in 1940's and 1950's that was one of top rated programs of time. He was also star of television shows in 1950's and 1960's. He won Peabody award in 1951. Durante ended his radio and television performances with "Good-night Mrs. Calabash, wherever you are." Survivors include his wife, Margie Little, and daughter Cecilia Alicia.

Colin M. Selph, 77, broker with Blackburn & Co., Beverly Hills, Calif., office, died of cancer Jan. 30 in Santa Monica, Calif., hospital. He had been with Blackburn since 1958. Earlier, he was founder and owner of KEYT(TV) Santa Barbara, Calif., which he sold in 1957. Survivors include his wife, Lilly.

Gerald Gibson, 52, senior VP and manager of specialized sales division, Blair Radio, New York, died Jan. 26 of heart attack suffered while on business trip to Utah. He had been with Blair Radio for 20 years. He is survived by his wife, Catherine, and four children—David, Jay, Peter and Pamela.

Harry Thayer, 72, owner and operator of WGHQ(AM)-WBPM(FM) Kingston, N.Y., died Jan. 30 at Kingston hospital. In mid-1960's, he was president of Herald-Tribune group of four radio stations in New York suburbs. He also was general manager of Philadelphia Eagles football team from 1941 to 1947. Survivors include his wife, Josephine, son, stepson and stepdaughter and brother, Walter B. Thayer, president of Whitney Communications Corp., which owns newspapers and magazines and operates *International Herald Tribune*.

Bruce Bromley, 87, partner in New York law firm of Cravath, Swaine & Moore, which represents CBS, died Jan. 30 at New York hospital Cornell Medical Center. He was former associate judge of New York State Court of Appeals in Brooklyn. Bromley was active in broadcasting and communications counsel. Survivors include his wife, Esther, daughter and two sons.

Russell Bennitt, 81, founder of KXOX(AM) Sweetwater, Tex., KHOG(AM) Fayetteville, Ark., and KXLO(AM) Lewistown, Mont., died Jan. 3 at Costa Mesa, Calif., following long illness. Survivors include his wife, Nola; daughter, Mary Harker of Dallas, and son, John, director of special projects, Associated Press, New York.

Frank A. Browne, 53, VP-media director of Burdette Advertising, Fort Myers, Fla., died Jan. 15 in Fort Myers after long illness. Before joining Burdette in January 1979, Browne worked for WINK-TV Fort Myers, Fla., as local sales manager. Earlier, he worked in sales position for WFTV(TV) Orlando, Fla., WVUE(TV) New Orleans, KTTV(TV) Los Angeles and WJTV(TV) Jackson, Miss. He also worked in syndication sales for Screen Gems. Survivors include daughter and son.

Wiley Maloney, 73, retired UPI bureau manager in Minneapolis and Phoenix, died Jan. 27 after being hospitalized two weeks before. During his career, he worked as news and public affairs director for WCCO(AM) Minneapolis. Survivors include his wife, Margaret.

Brenda Priestly, 35, producer of series, *The Black Family*, on noncommercial WJCT(TV) Jacksonville, Fla., died at home Jan. 22 while recovering from surgery. She joined WJCT in 1972. Survivors include her husband, Frank, one daughter and two sons.

Stock Index

Exchange and Company	Closing Wed. Jan 30	Closing Change Jan 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	35 3/4	36 1/8	- 3/8	- 1.03	8	1,001
N Capital Cities	47	48	- 1	- 2.08	12	643
N CBS	51 3/4	53 5/8	- 1 7/8	- 3.49	7	1,454
N Cox	64 1/2	66	- 1 1/2	- 2.27	13	433
A Gross Telecasting	26 1/2	26	+ 1/2	+ 1.92	9	21
O Lin	44 1/4	45 1/2	- 1 1/4	- 2.74	11	121
N Metromedia	71 3/4	72 1/4	- 1/2	- .69	10	329
O Mooney	11 1/4	7	+ 4 1/4	+60.71		4
O Scripps-Howard	64	63	+ 1	+ 1.58	11	165
N Storer	32 3/8	30 7/8	+ 1 1/2	+ 4.85	17	375
N Taft	31 1/2	33 1/4	- 1 3/4	- 5.26	11	272

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	22 1/2	22 1/8	+ 3/8	+ 1.69	18	41
A Affiliated Pubs.	31 1/4	29 1/8	+ 2 1/8	+ 7.29	11	107
N American Family	11 3/8	11 1/8	+ 1/4	+ 2.24	5	119
N John Blair	19 7/8	20 3/4	- 7/8	- 4.21	4	73
N Charter Co.	39 3/8	38 1/4	+ 1 1/8	+ 2.94	34	4,815
N Chris-Craft	23 3/8	21 1/2	+ 1 7/8	+ 8.72	13	64
N Coca-Cola New York	6 1/8	6	+ 1/8	+ 2.08	8	108
N Cowles	23	24	- 1	- 4.16	18	91
N Dun & Bradstreet	43	43 5/8	- 5/8	- 1.43	17	1,197
N Fairchild Ind.	55 3/8	56 1/8	- 3/4	- 1.33	11	316
N Fuqua	19 3/4	18 3/4	+ 1	+ 5.33	6	250
N Gannett Co.	46 1/2	46 7/8	- 3/8	- .80	15	1,250
N General Tire	18 1/4	22 7/8	- 4 5/8	-20.21	4	423
O Gray Commun.	45	46	- 1	- 2.17	14	21
N Harte-Hanks	26 1/4	27 1/2	- 1 1/4	- 4.54	15	243
O Heritage Commun.	12	11 1/2	+ 1/2	+ 4.34		28
N Jefferson-Pilot	30	28 7/8	+ 1 1/8	+ 3.89	8	676
O Marvin Josephson	12 1/2	13	- 1/2	- 3.84	7	32
O Kansas State Net.	27 3/4	27 1/4	+ 1/2	+ 1.83	23	52
N Knight-Ridder	24 3/8	24 3/4	- 3/8	- 1.51	10	805
N Lee Enterprises	21 7/8	22 1/8	- 1/4	- 1.12	11	158
N Liberty	18 3/4	18 1/2	+ 1/4	+ 1.35	8	253
N McGraw-Hill	30 1/4	29 1/2	+ 3/4	+ 2.54	12	749
A Media General	27 1/4	28 3/8	- 1 1/8	- 3.96	11	203
N Meredith	38 3/4	34 1/2	+ 4 1/4	+12.31	8	119
O Multimed.	32	32 3/4	- 3/4	- 2.29	14	213
A New York Times Co.	22 1/2	22 3/4	- 1/4	- 1.09	17	265
N Outlet Co.	21 5/8	22 1/2	- 7/8	- 3.88	6	53
A Post Corp.	19	19			8	34
N Rollins	28	27 3/4	+ 1/4	+ .90	13	375
N San Juan Racing	14 1/4	14 1/4			18	35
N Schering-Plough	36	36 3/4	- 3/4	- 2.04	10	1,924
A Sonderling	30 1/2	30 1/4	+ 1/4	+ .84	10	33
A Tech Operations	11 1/2	12	- 1/2	- 4.16	29	16
N Times Mirror Co.	39 1/8	38 3/4	+ 3/8	+ .96	11	1,328
O Turner Broadcasting	13 1/2	9 1/2	+ 4	+42.10		133
A Washington Post	20	20			7	317
N Wometco	21 1/8	21 1/4	- 1/8	- .58	10	181

CABLECASTING						
A Acton Corp.	14 3/4	14 7/8	- 1/8	- .84	10	38
O Ameco+						
O Athens Comm.	7	7 1/8	- 1/8	- 1.75		14
O Burnup & Sims	11 1/8	10 1/2	+ 5/8	+ 5.95	59	96
O Cable Info.*	12 1/2	(closing 1/2; not reported in previous wks.)				
O Comcast	25 1/2	25 1/2			25	43
O Entron*	5	5			5	4
N General Instrument	51 1/8	50 1/4	+ 7/8	+ 1.74	14	425
O Geneve Corp.	36 3/8	37 5/8	- 1 1/4	- 3.32	15	40
O Tele-Communications	27 1/2	27 3/4	- 1/4	- .90	34	292
N Teleprompter	26	23 1/4	+ 2 3/4	+11.82	34	441
N Time Inc.	50	49 1/2	+ 1/2	+ 1.01	9	1,396
O Tocom	13 1/4	11	+ 2 1/4	+20.45	28	19
O UA-Columbia Cable	49	47	+ 2	+ 4.25	23	164
O United Cable TV	28 1/4	28 3/4	- 1/2	- 1.73	20	114
N Viacom	43 1/4	42 3/4	+ 1/2	+ 1.16	22	164

PROGRAMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	5 3/4	5	+ 3/4	+15.00	3	18
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	36 1/8	32	+ 4 1/8	+12.89	6	355
N Disney	46 7/8	46 1/2	+ 3/8	+ .80	15	1,520
N Filmways	10	10 1/2	- 1/2	- 4.76	6	56
O Four Star*	3/4	3/4				8
N Gulf & Western	18 3/4	19 1/4	- 1/2	- 2.59	4	842
N MCA	55 3/4	56 3/8	- 5/8	- 1.10	10	1,296
O Medcom	5	3 5/8	+ 1 3/8	+37.93	20	8
N MGM	20	20 1/2	- 1/2	- 2.43	9	613
O Reeves Commun.	20	19 1/2	+ 1/2	+ 2.56	19	46
N Transamerica	19 1/8	17 3/4	+ 1 3/8	+ 7.74	6	1,253
N 20th Century-Fox	51 1/4	47 3/4	+ 3 1/2	+ 7.32	7	409
O Video Corp. of Amer.	6 5/8	7 3/4	- 1 1/8	-14.51	22	6
N Warner	54 1/2	53	+ 1 1/2	+ 2.83	12	1,095
A Wrather	24	20	+ 4	+20.00	65	55

SERVICE						
O BBDO Inc.	35	34 1/4	+ 3/4	+ 2.18	8	87
O Compact Video	14 3/8	13	+ 1 3/8	+10.57		25
N Comsat	41	41 1/2	- 1/2	- 1.20	10	328
O Doyle Dane Bernbach	28 1/2	27 1/4	+ 1 1/4	+ 4.58	10	75
N Foote Cone & Belding	24 1/8	26 7/8	- 2 3/4	-10.23	8	62
O Grey Advertising	47	45 1/2	+ 1 1/2	+ 3.29	5	29
N Interpublic Group	35 1/2	35 3/8	+ 1/8	+ .35	7	84
O MCI Communications	5 3/4	6 3/8	- 5/8	- 9.80	72	162
A MovieLab	6 5/8	6 7/8	- 1/4	- 3.63	12	9
A MPO Videotronics	5 5/8	5 3/4	- 1/8	- 2.17	6	2
O A. C. Nielsen	29 1/2	29 1/2			14	324
O Ogilvy & Mather	23 3/4	23 1/4	+ 1/2	+ 2.15	8	85
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	6 3/8	6 1/2	- 1/8	- 1.92	12	5
N J. Walter Thompson	31 1/4	30 1/8	+ 1 1/8	+ 3.73	7	82
N Western Union	26	23 3/4	+ 2 1/4	+ 9.47	11	394

ELECTRONICS/MANUFACTURING						
O AEL Industries	10 1/2	10 3/4	- 1/4	- 2.32	8	17
N Ampex	19 7/8	19 5/8	+ 1/4	+ 1.27	14	226
N Arvin Industries	13 1/4	13	+ 1/4	+ 1.92	4	78
O CCA Electronics*	1/8	1/8				1
A Cetec	6 3/4	6	+ 3/4	+12.50	14	3
A Cohu	7 3/4	6 7/8	+ 7/8	+12.72	26	13
N Conrac	21 3/8	18 1/2	+ 2 7/8	+15.54	34	43
N Eastman Kodak	48 3/8	50 7/8	- 2 1/2	- 4.91	9	7,806
B Elec., Miss. & Comm.	3 3/4	3 7/8	- 1/8	- 3.22	34	10
O Farinon	29 1/8	28 5/8	+ 1/2	+ 1.74	27	144
N General Electric	56	54 5/8	+ 1 3/8	+ 2.51	10	10,336
N Harris Corp.	37 3/4	38 1/2	- 3/4	- 1.94	17	989
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.	7/8	5/8	+ 1/4	+40.00		2
O Microdyne	29 1/2	28 1/4	+ 1 1/4	+ 4.42	31	3
N M/A Com Inc.	36 1/2	37 7/8	+ 5/8	+ 1.65	50	217
N 3M	49 3/4	49 5/8	+ 1/8	+ .25	10	5,794
N Motorola	58 1/2	56 3/8	+ 2 1/8	+ 3.76	14	1,669
N N. American Philips	29 7/8	29 3/4	+ 1/8	+ .42	6	359
N Oak Industries	36 3/8	38	- 1 5/8	- 4.27	25	153
O Orrox Corp.	5 7/8	6 1/8	- 1/4	- 4.08	8	10
N RCA	22 1/2	22 5/8	- 1/8	- .55	6	1,684
N Rockwell Intl.	61 3/4	57 3/4	+ 4	+ 6.92	10	2,173
A RSC Industries	4 1/8	3 3/4	+ 3/8	+10.00	23	9
N Scientific-Atlanta	44	44 1/4	- 1/4	- .56	25	206
N Sony Corp.	7 1/4	7 1/8	+ 1/8	+ 1.75	12	1,250
N Tektronix	63 1/8	63	+ 1/8	+ .19	16	1,135
O Texscan	6 1/4	6 1/4			37	4
O Valtac	19 1/4	16 5/8	+ 2 5/8	+15.78	41	76
N Varian Associates	34 1/4	30 1/2	+ 3 3/4	+12.29	190	234
N Westinghouse	25 3/4	24 3/4	+ 1	+ 4.04	7	2,214
N Zenith	10 3/8	11 3/8	- 1	- 8.79	10	195

Standard & Poor's 400 Industrial Average 130.23 127.91 +2.32

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poors' or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day; price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split +Stock traded by price less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Feb 11  **Pre-NATPE.** Getting ready, getting set and ...
- Feb 18  **NATPE.** ... going on the year's—and the world's—largest program marketplace, this time (Feb. 16-21) in San Francisco. Included among our advancing: an exclusive overview of the evolving program business from some of its leading practitioners.
- Mar 3  Annual special report on **baseball.**
- Mar 10  **The new status quo in radio networking.** Catching up with all that's going on in broadcasting's senior interconnected medium—which has, in many respects, embraced tomorrow's technology, and the general principle of change, with greater enthusiasm than its juniors on the TV side.
- Mar 17  A progress report on **cable franchising.** Who's doing what where in that medium's hottest competitive arena.
- Mar 24  **Over-the-air pay TV:** the next frontier?
- Mar 31  A “**Fifth Estate**” report on **Ted Turner**, television's most exciting—and perhaps most controversial—media entrepreneur.
- Apr 7  **Pre-NAB.**
- Apr 14  **NAB.** Including a special looking-ahead to **broadcasting's next 25 years.**
- Apr 14  Advance report on **MIP-TV**, annual international television program marketplace in Cannes, France.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Maltz: the low profile of a highly successful owner

Milton Maltz is a believer—in broadcasting and in people. He does not believe in fanfare.

With that creed, he has risen unobtrusively—but is definitely there—in the ranks of multiple station owners. Initially, he bought into the business in his life-long love, radio. As chairman and chief executive officer of Malrite Broadcasting Co., with headquarters in Cleveland, he has acquired a complement of eight radio stations in the last two decades.

More recently, he assumed a meaningful presence in television: In January, he put Malrite's second TV station, WUHF Rochester, N.Y., on the air on channel 31. The group already has WCTI-TV New Bern, N.C., in operation on channel 12. In addition, Malrite has filed for FCC approval of its 51% acquisition of WAWS(TV), permittee for channel 30 in Jacksonville, Fla.

Maltz is reluctant to discuss specifics of future acquisitions. He states: "A low visibility makes it easier when I go looking around." But from what he will admit, there's at least one more station purchase about to go into the FCC hopper.

To better understand the broadcasting bent of the Milton Maltz of 1980, go back to Chicago and a 14-year-old Milton Maltz. "That," he declared, "was when broadcasting became a part of my blood and my life." In his words:

"I was in Hyde Park High—a place that spawned a lot of broadcasters and programming people like Steve Allen and Arch Oboler. We had a teacher—if I had her here today, I'd kiss her feet in gratitude—who had a radio club. All my life, up to that time, I had gotten as close to radio as I could. I wanted to hear every nuance, every sound effect.

"I joined her radio club and it wasn't long before she suggested I should go downtown and audition to be a kid actor in radio. I did, and promptly flunked.

"That made me mad. I dug in again and worked even harder with some acetates [recordings] that we had at school. Then I went to the Chicago board of education station, WBEZ(FM). This time I passed the audition."

"From those beginnings, I got a feel for broadcasting," Maltz says. "I don't consider it work. I never did. I think we're pretty fortunate in this business to do what's a hobby, or an avocation, and make a buck out of it."

Those early days with FM instilled in Maltz a conviction that FM was a medium with a solid future. This, he recalls with a



Milton Selwyn Maltz—chairman of board, chief executive officer and principal stockholder of Malrite Broadcasting Co. (WHK(AM)-WMMF(FM) Cleveland; WZUU-AM-FM Milwaukee; KEEY-AM-FM Minneapolis-St. Paul; WNYR(AM)-WEZO(FM)-WUHF(TV) Rochester, N.Y.; WCTI-TV New Bern, N.C., and applicant for 51% of WAWS(TV) Jacksonville, Fla.); b. South Bend, Ind., July 26, 1929; BS, journalism, University of Illinois, 1951; actor, writer, producer for Chicago area stations, 1943-50; on active duty with U.S. Navy, 1951-53; after service to present, acquired/established and operated WPLY(AM) Plymouth, Wis.; WTTT-AM-FM Tiffin, Ohio; WBRB-AM-FM Mount Clemens, Mich. (all since sold) and present Malrite facilities; m. Thelma Silverman, Feb. 4, 1950; children, Julie, 24, Daniel, 21, David, 16.

smile, was despite a setback from the FCC which altered the FM band and made obsolete all FM receivers in the Chicago area at that time.

His own broadcasting future was somewhat slowed by a call from the Navy in the early 1950's for duty that included stints in Korea and in Washington. At the latter place, he became acquainted with John Kluge, now Metromedia board chairman, whose personal friendship he values and with whom he later negotiated in furthering part of Malrite's acquisition program.

Maltz's first big step into station ownership came after service. "I couldn't afford to buy an FM or an AM—a full-time facility, that is. So, in 1956, I purchased WPLY(AM), a daytimer in Plymouth, Wis. It was a town of just 4,500. And at first, I would run up and down the street there in my business suit and with my briefcase. The townspeople looked at me like I was insane. Then I began to get the feel of the community, learned the jargon, put on a sports coat, learned to relax and join the boys for morning coffee."

With Maltz in those early days was Robert G. Wright, who played a role in the beginnings of Malrite (the company name stems from the contraction of their names).

"Bob still owns WTTT-AM-FM Tiffin, Ohio, which we acquired in 1958," Maltz notes. We split in the early 70's when he tired of assuming debt, coping with growth problems, FCC hearings and all the other things attendant to a dynamic, growing business. We agreed Tiffin was a lovely community for him, so I bought him out of the other properties."

It was in the 1970's that Malrite began to fill out its hand in broadcasting and acquired its first cable TV system, in Kill Devil Hills-Kitty Hawk, N.C. It also has a TV production house in Rochester.

Maltz stresses the urgency of knowing one's strengths and weaknesses and "playing those strengths." Those strengths, he points out, often stem from knowledge of the industry. "Broadcasting has gotten so much more complex than in the early days," he says. "I have met people in management and ownership who say: 'I don't want to talk about that because that is engineering and I'm in the business end.'"

"To me a well-rounded entrepreneur in this business has to know engineering—he may not be an engineer, but he better know what's happening in technology."

"My wife questioned why I went to a satellite conference, pointing out I didn't have a satellite. That's right, I admitted, but there are satellites up there, and I want to know what they're doing, where they're going, how they're going to be deployed—because we will be involved with them in some fashion."

That is typical of Maltz's thinking about all other phases of broadcasting. He ticks off the need to know finance, have a flair for programming ("After all this is show biz") and an understanding of community needs.

On the last: "You have to be particularly sensitive to your community. It doesn't take an FCC ascertainment study to tell a good broadcaster to do that. He's been doing it for a long time."

Perhaps that expression is the indicator that the worlds of Milton Maltz are not totally concerned with broadcasting to the exclusion of all else.

"Though we're fanatics about broadcasting, we still have to remember our community, our families," he reflects.

It's a sentiment in keeping with a man who brought himself up by his own bootstraps and remembers the leaner days back in Chicago when the "outside window ledge served as the family refrigerator."

Everybody wins

CBS-TV's emergence as leader in the prime-time ratings for this television season to date confounds all the experts who went on record with their forecasts before the season began. This was supposed to be another runaway year for ABC-TV.

Indeed Mike Dann, the former CBS-TV programming vice president who is now probably the most often quoted independent source of opinion on television competition, stated last summer in a New York luncheon speech that ABC's dominance would continue "for the next six or seven years" (BROADCASTING, Aug. 27, 1979).

Dann's credentials as a seer are as good as anybody's. It's just that forecasting network fortunes is a risky enterprise. The reason, of course, is that no one can read all those minds in the television audience. And even if someone could, the trick would be of little use. The public doesn't know what it likes or dislikes in a television show until exposed to it.

The volatility in network rankings is a mark of strength in a network system that depends for its existence upon ceaseless application of trial and error on a massive scale.

One who understands the process is Bob Daly, president of CBS Entertainment, who happens at the moment to be on top. His candid appraisal of prospects for the rest of the season, reported elsewhere in this issue, is that the leads will shift as program ventures as varied as the winter Olympics and heavy drama are introduced.

No one benefits more from the process than the American public, which is given a profusion of program choices unmatched anywhere else in the world.

Capital punishment

Since the beginning of their association on the FCC, Chairman Charles D. Ferris and the like-minded Commissioners Joseph Fogarty and Tyrone Brown have been looking for a fourth vote to begin dismantling the broadcasting system. At last they may have found it, and in a case that establishes them and their new recruit as hanging judges without parallel in the history of the FCC or, for that matter, of federal regulation.

In 10 months of FCC service, Anne Jones had demonstrated a consistent independence that often found her at odds with Ferris—whose endorsement of her appointment had put her independence to something of a test. Then came the fateful Jan. 24 when hers was the fourth vote to declare RKO General an unfit licensee and so imperil equities of at least \$400 million in broadcast properties. Broadcasters everywhere are wondering whether the Jones vote that day was an aberration or a conversion.

Until the FCC's order in the case is issued, the details of misconduct attributed to RKO and its parent, General Tire, will not be known. The summary of findings released by the FCC, however, suggests excessive punishment. The two major offenses of which the companies had been accused, making illegal payments here and abroad and coercing General Tire suppliers to place advertising on RKO stations, had been disposed of years before by consent decrees with, respectively, the Securities and Exchange Commission and the Justice Department. Consent decrees contain no finding or admission of guilt but merely promise an avoidance of proscribed conduct in the future. That the FCC would turn such already settled matters into capital offenses may be an escalation that will interest the courts.

Nowhere in the public notice issued by the FCC is there a suggestion that the audiences of RKO General stations were in any

way deceived, defrauded or poorly served. Neither is there any recognition that the decision imposes severe financial losses on some 45,000 innocent stockholders. The impression persists that the Ferris clique and the staff that is now the captive of the chairman, or perhaps the other way around, were looking for a vulnerable victim to display the majesty of governmental power. There is no other way to explain the distinctions between the RKO action and the renewal a week later of a Westinghouse license that had been challenged on the grounds that the parent company, like RKO, had failed to disclose foreign payments.

Vindictiveness has been evident before in cases that Ferris, Fogarty and Brown lost. As was noted on this page Sept. 3, 1979, after the three were outvoted in the transfer of WDCA-TV Washington to Taft Broadcasting, a fourth vote on their side could set the FCC off on a spree of destructive regulation. "One more vote could wreck the broadcasting structure," it was said here then, "all, of course, in the name of public service and other good works such as dividing the wreckage among favored newcomers."

The principal spokesman for the minority in the RKO General case was Commissioner James H. Quello, who correctly called the majority's decision an example of "gross bureaucratic overkill." Quello's term expires next June. If Ferris persuades the White House to appoint a more docile replacement, how Anne Jones votes from then on won't very much matter.

Point of order

The Association of National Advertisers and its colleagues in arms must be commended and respected for their decision to go to the Supreme Court in the Pertschuk bias case. As reported elsewhere in these pages, even though Chairman Michael Pertschuk has voluntarily withdrawn from the Federal Trade Commission's children's advertising inquiry, the ANA and its associates plan to ask the Supreme Court to reverse the lower court ruling that had said he didn't need to.

ANA President Peter Allport noted that it is possible, under FTC procedures, for as few as two FTC members to "enact new law." That in itself is reason for concern. But when it is permissible for one or even both of those members to publicly exhibit prejudice and still "enact new law," the possibilities are frightening. The advertisers are right to seek redress and are entitled to support from all who have to deal with regulatory agencies.



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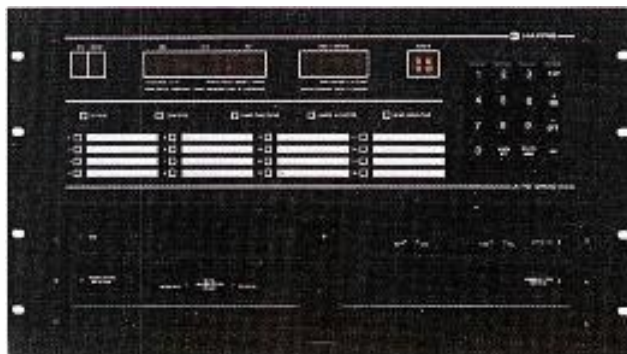


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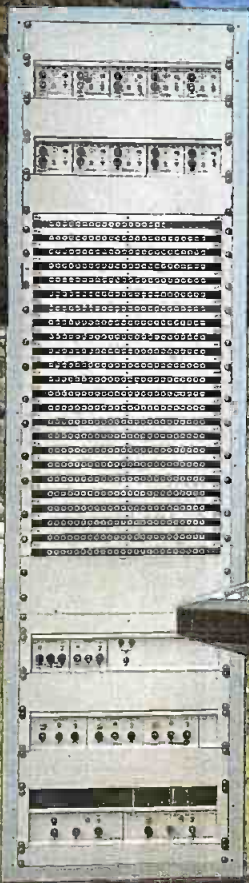
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